

FROM SOVIET DEFICIT TO AMERICAN INUNDATION: EXAMINING CONSUMER
ATTITUDES TOWARD COUNTRY OF ORIGIN AND CORPORATE SOCIAL
RESPONSIBILITY ADVERTISING STRATEGIES ACROSS COHORTS IN UKRAINE

BY

VICTORIA SOBOLEV

THESIS

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Adviser:

Professor Michelle R. Nelson

ABSTRACT

Ukraine's geopolitical position in Europe as a transitioning economy after the collapse of the Soviet Union in 1991 has created a unique environment for globalization and consumer socialization due to the shift from communism to capitalism. As a result, global brands' advertising strategies when entering the Ukrainian market have utilized a combination of local and global production and marketing efforts. Despite these efforts, this environment has not been studied thoroughly, especially with respect to how consumers perceive these marketing strategies. Therefore, this exploratory study fills the literature gap by investigating Ukrainian consumer attitudes toward two marketing strategies which can offer local and global elements: corporate social responsibility (CSR) and country of origin (COO) for bi-national products (products with two countries of origin), and discerning whether these attitudes influence purchase intentions. Procter & Gamble's (P&G) business activities in Ukraine were used as a case study because of their strong advertising presence in this market, their ongoing CSR efforts in Ukraine, and their bi-national products.

Due to Ukraine's history as a communist country and the possible influences of communism on consumer socialization, this research compares Ukrainian consumer responses along generational lines in three cohorts: (1) those born /raised during the Soviet regime (1924-1963; ages 94-55); (2) those born /raised during the transition (1964-1983; ages 54-35); and (3) those born/raised after the Soviet regime (1984-2000; ages 34-18). The research was conducted via survey in Eastern Ukraine using a non-probability purposive sample.

The findings indicate that Ukrainians have a slightly negative attitude toward Ukrainian country of manufacture, and there is no relationship between COO and purchase intention of

P&G products. Furthermore, Ukrainian consumers scored just below the scale midpoint for ethnocentrism, and their open-ended responses also revealed that they believe that production practices in Ukraine may be compromised. Results of linear regressions show that there was a significantly positive relationship between ethnocentrism and purchase intention for Gala and Ariel. Findings suggest that Ukrainian consumers do not vary much along cohort lines in their attitudes toward COO and COO-based purchase intention.

For CSR, Ukrainian consumers in this study were generally receptive to P&G's CSR. However, the youngest cohort of Ukrainians indicated a more positive attitude toward CSR and a higher purchase intention for CSR-related products in general. Meanwhile, the oldest cohort had the least positive attitude toward P&G's CSR efforts. The findings that Ukrainian consumers' negative attitudes towards Ukrainian products and positive perceptions of Western products reflect previous studies on transitional economies .

As a whole, the results suggest that Ukrainian consumers are aware of the difference between the country of branding and country of manufacture of P&G products. Additionally, the youngest cohort in particular are receptive to advertising strategies such as CSR.

Key Words: Corporate Social Responsibility; Bi-national products; Country of origin effects; Cohort; Ukraine; Transitional economy Procter & Gamble; Soviet Union; Purchase intention; Global Advertising Strategy

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To my country, where the sky is always a distinct shade of blue and the air tastes extra sweet.

To my people, who never smile yet are full of soul.

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CHAPTER 1: INTRODUCTION

The Soviet Union suffered a chronic shortage of a broad array of consumer goods ranging from bread to soap (Beaudry & Duhamel, 1984). This endured throughout the seventy years of the Communist regime, and “by the mid-1980s, consumption in the USSR was at the lowest levels experienced in OECD nations” (Bergson, 1991, p.42). When asked about her childhood in the 1950s, a 70-year-old female participant recalled:

I remember when I was about eight years old, my grandfather, a survivor of the Leningrad blockade, would come visit. I wanted to make sure there was food on the table because of the starvation he had endured during the war. I would wake up at five in the morning to go stand in line for the store that would open at eight. There were so many people in line there would be a stampede when the store opened. They didn’t even sell proper wheat bread, it was crappy corn bread.

In 1991 the Soviet Union (USSR) collapsed, resulting in the emergence of fifteen new republics, including the country of Ukraine. Today, one can walk into a Ukrainian supermarket such as Auchan or ATB and find not only bread and soap, but multiple varieties of each product (Auchan Online Store, 2018; ATB Market, 2018). The transition from constant consumer good shortage to seeming abundance, and the effects it has had on marketing strategies and Ukrainian consumer socialization, serve as the basis for my thesis. I examine how Ukrainian consumers’ attitudes toward two marketing strategies: corporate social responsibility (CSR) and country of origin (COO) influence their purchase intentions toward ordinary household goods. I selected COO as one of the main concepts of my study because I was interested in seeing how Ukrainian consumers perceive Western brands that have entered their daily lives since the fall of the Soviet

Union, given the complicated history of Ukraine. The specific case of goods that are branded as Western but are actually produced in the local country (Ukraine) represents the bi-national product. Similarly, I selected CSR because I wanted to investigate whether Ukrainian consumers perceive CSR by Western corporations as an intrusive activity or a beneficial one. Few studies have investigated consumers in the Ukraine and no studies to my knowledge have examined consumer attitudes toward CSR or COO across generational lines.

The transition from the aforementioned shortage to a seeming abundance of consumer goods in Ukraine is a product of the country's political and economic history. Ukraine holds a very interesting place in Europe in terms of geography, economics, and politics. Geographically, it is located between Poland, which is a European Union member, and Russia. This location makes Ukraine a buffer zone between the West and the rest of the former USSR (Wallace et al., 1996). Ukraine has been rebuilding its economic and political relations with the international community since its independence (Healey, 2013). However, the tone of these relations has changed since the 2014 Euromaidan Revolution, which served as a catalyst for the subsequent military conflict with Russia ("The World Factbook", 2018). This shift is significant for my research because attitudes toward Western-made versus Russian products (country of origin) and perceptions of local advertising efforts such as corporate social responsibility (CSR) efforts may be influenced by these political relations.

As Ukraine has embraced capitalism in the last twenty-six years, the presence of foreign brands within the country has done the same. Procter & Gamble is used as the U.S. corporate brand case in this study due to their large and longstanding presence – twenty-eight years – in the Ukrainian market. Furthermore, the products within the Procter & Gamble family (e.g., Gala, Ariel, Tide) are common in Ukrainian supermarket chains, such as Auchan and ATB. Most

Ukrainians have seen or interacted with these products. As seen in Figures 1 and 2, Ukrainian supermarkets now have a broad array of laundry detergent brands available for consumption. A large portion of the laundry detergents featured in Figures 1 and 2 have English brand names, such as Persil, Losk, Rex, and Sama, yet, they are sold and marketed to Ukrainian consumers.



Figure 1: Laundry detergent aisle in Auchan, Kharkov, Ukraine. June 13, 2018



Figure 2: Laundry detergent aisle in Auchan, Kharkov, Ukraine. June 13, 2018

This thesis is an exploratory study of how different generations of consumers, shaped by historic events such as the Cold War and the collapse of the Soviet Union, perceive foreign brands produced in or outside of the country (i.e., country of origin) and their advertising activities (e.g., CSR) in Ukraine. Through a survey, I examine consumer attitudes when the advertising of these foreign brands is tailored to Ukrainians and the manufacture of the products is local (vs. foreign). This is exemplified with P&G's CSR efforts and two local factories in Borispol and Ordzhonikidze ("Procter & Gamble Ukraine", 2016).

The conceptual framework for this investigation seeks to examine how individuals from different cohorts in Ukraine's transitioning economy, who have experienced different consumer socialization and advertising environments, perceive different advertising strategies that focus on local or global aspects. Specifically, I examine consumer attitudes toward corporate social responsibility (CSR) and country of origin effects (COO) and see whether these attitudes influence consumers' purchase intentions.

There are many definitions of CSR; however, most commonly accepted definitions include five dimensions: environmental, economic, social, stakeholder, and voluntariness (Dahlsrud, 2008). For this thesis I have selected the Carroll (1999) definition because it is one of the best known definitions (Dahlsrud, 2008) and offers an all-encompassing explanatory summary related to my research. Corporate social responsibility is the notion that corporations have an ethical duty to society beyond their business practices (Carroll, 1999). An example of CSR would be Procter & Gamble's Dawn soap campaign to help save wildlife, which donates funds to wild life centers (Saving wildlife, n.d.). I selected this facet of P&G's advertising strategy due to P&G's existing involvement with orphanages and humanitarian crisis caused by the war in Ukraine ("Procter & Gamble Ukraine", 2016).

The second concept of my study, country of origin effects (COO), can be understood as a decision-making cue based on where a product is made (Sliburyte & Bankauskine, 2017). An example of COO effects is Hungarian consumers perceiving the Japanese company Sony to make the best product in comparison to the Russian brand Record, Polish brand Helios, and domestic Hungarian brand Videoton (Ettenson, 1993). COO effects have frequently been associated with consumer ethnocentrism. Consumer ethnocentrism is defined as “the belief that buying foreign products is inappropriate and immoral, and that such a practice goes against the well-being of one’s own country” (Puzakova et al, 2010, p.730). In this study I examined whether Ukrainian consumers exhibit ethnocentrism based on COO. I am investigating a facet of COO effects called bi-national products, which is when a product is manufactured in one country but branded by another (Ettenson, 1993). Procter & Gamble has two factories in Ukraine that produce many of the P&G products sold in Ukraine. However, despite being made in Ukraine, these products are branded very similarly to their other products across the world. As seen in Figures 3 and 5, the differences in front packaging of Ariel sold in Ukraine and Ariel sold in the U.S, where the brand and logo are located, are minute. Most of the text on the front of the Ukrainian package is in English, similar to the U.S. version. There are more significant differences, predominantly in language on the back of the package where items such as warning labels and COO are listed as seen in Figures 4 and 6.



Figure 3: Ukrainian Ariel front-of-package. ATB Pervomaiskiy, Ukraine. June, 2018



Figure 5: U.S. Ariel front-of-package. Walmart, Vernon Hills, IL

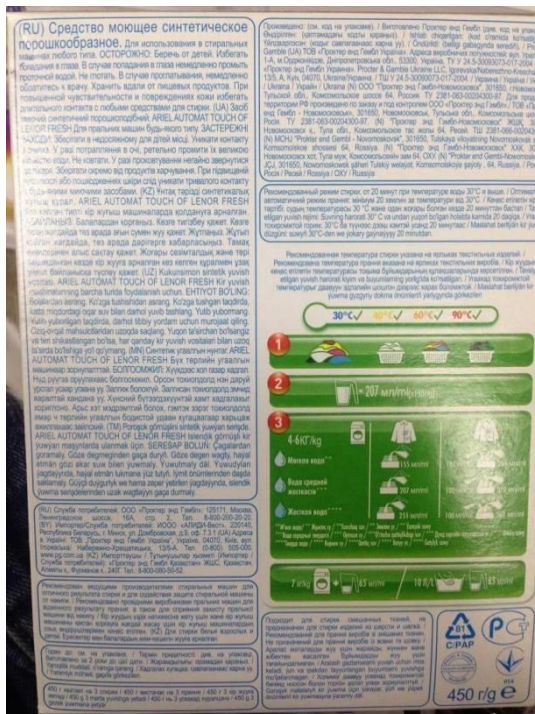


Figure 4: Ukrainian Ariel back-of-package. ATB Pervomaiskiy, Ukraine. June, 2018



Figure 6: U.S. Ariel back-of-package. Walmart, Vernon Hills, IL

Given the similarity of the product branding in both countries, especially the use of English text for branding products sold in Ukraine, I investigated whether consumers perceive these products as American or Ukrainian. Using these existing efforts from P&G enhances the external validity of the study. The conceptual model guiding my thesis is found in Figure 7:

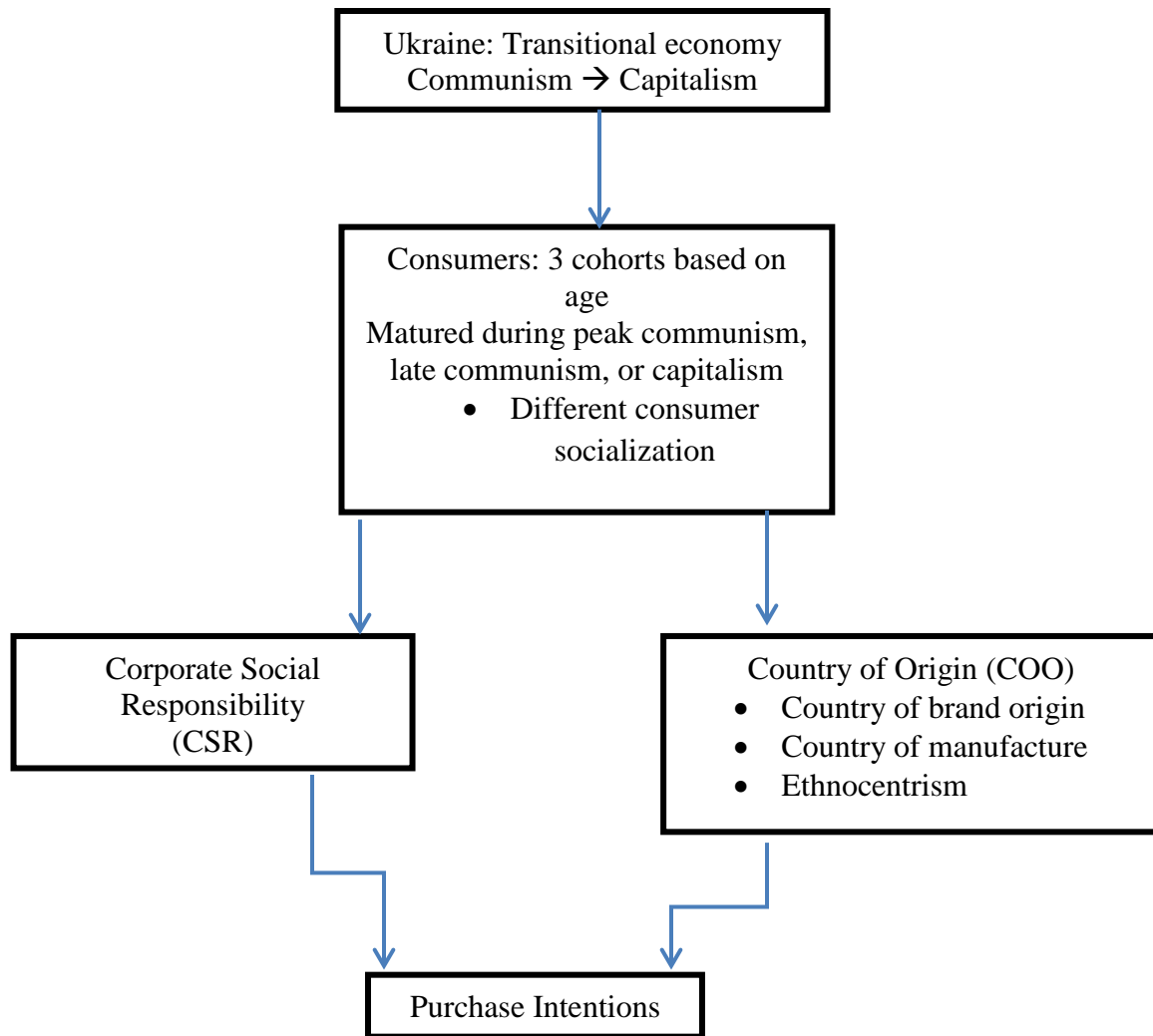


Figure 7: Conceptual Diagram

These concepts were measured by testing whether there is a difference in consumer attitudes in CSR and COO and whether those attitudes lead to a difference in purchase intention between different generations. Given Ukraine's tumultuous political and economic history over the course of the past century, I investigated whether different age cohorts have distinct attitudes and perceptions of P&G's products and CSR activities in Ukraine. My participants were divided into three cohorts – those who were born and came to maturity during the peak of the communist ideology between 1924-1963, those who grew up during the twilight years of the USSR between 1964-1983, and those who were born as Ukraine was becoming an independent market economy in 1984-2000 (Kuzminsky, 2014). The differences in consumer socialization are the basis for examining Ukrainian consumers along cohort lines. It is possible that the oldest and middle cohort, who grew up under the Soviet Union may be suspicious of U.S. funded CSR and Western products, due to the anti-Western propaganda rampant during the communist regime. Meanwhile, the youngest cohort, which was socialized under capitalism, may be most receptive to Western brands and CSR activities.

1.1 Purpose Statement

From an academic standpoint, the study of advertising and consumer attitudes in Ukraine merits attention for several reasons. Firstly, although Ukraine has had a market economy since 1991, traces of communism may still be present in the culture and mindset (Holaka et al, 2007). Therefore, it is valuable to study how enduring the effects of communism are in societies despite their transition into capitalism. Rampant anti-Western propaganda and ongoing consumer good shortages during the time of the USSR may have shaped the consumer socialization of older

Ukrainians. These events may influence their perceptions of Western products and the capitalist market at large.

Secondly, the transitions of former communist countries such as Poland and Russia have been thoroughly studied, but Ukraine has not received the same level of attention (Durvasula et al 1993; Michaelis et al, 2008; Ettenson, 1993). Ukraine is different from Poland because although Poland was a satellite country, it was never formally a member of the Soviet Union. Therefore, the influences of communism were not as strong on the socialization of consumers (Hanson, 1974). Thus, studies of Polish consumers may not reflect Ukrainian consumer attitudes toward the concepts of interest here (i.e., COO and CSR). Meanwhile, Russia was both the political and economic center of the Soviet Union. Therefore, the economic conditions and the political socialization of Russian consumers may be different from that of Ukrainian (Hanson, 2014). Ukraine is metaphorically in the middle of these countries because it was a member of the Soviet Union and under Russian control, but it has had pro-Western tendencies (Kuromiya, 2015). One of the goals of this study is to amplify the literature on Ukrainian consumer attitudes of advertising strategies as it is currently very limited. Most of the literature that does exist (Grow von Dorn & Akimova, 1998; Sangwan & Golovkina, 1999), was written shortly after the collapse of the Soviet Union and is therefore dated. While there is ample literature examining CSR in Ukraine, it investigates CSR from the corporations' perspective rather than the consumers' (Kolohoida et al, 2017; Koshchiiy et al, 2013). There is limited research on COO and bi-national products in Ukraine. The one study on COO that featured Ukraine examined consumer ethnocentrism and brand integration into local markets. The study examined consumers in Poland, Kazakhstan, and Ukraine. However, the focus on Ukraine in that study was limited (Kipnis et al, 2012). Therefore, the purpose of my research is to investigate COO and

CSR because they provide global companies, such as P&G a way to ‘localize’ their advertising strategies. Furthermore, this study will update and amplify the amount of knowledge related to CSR and COO activities in Ukraine.

In addition to contributing to academia, my research will be useful to foreign companies such as Coca-Cola who already have bi-national products and CSR activities in Ukraine, and companies like IKEA that are contemplating the idea of opening both stores and production facilities in Ukraine (Coca-Cola Ukraine, 2015; Mostovych, 2018). Both of these brands have diverse consumer age groups within Ukraine that they wish to reach through global and locally tailored messages. In turn, these foreign investments help Ukraine’s internal economic interests. This study has merit because studying the successful integration of an American company into a formerly communist country can provide guidance to international brands wishing to enter the Ukrainian market in the future. As previously mentioned, Ukraine holds an important economic position in terms of trade and labor because it borders both Russia and the European Union (Kharchenko, 2017; Popescu, 2013). Western marketers have often erroneously perceived “the countries of Eastern Europe and the former Soviet republics as a homogeneous economic entity” (Ettenson, 1993, p.15). This is problematic because an advertising approach tailored toward a country such as Poland or Russia may not necessarily be valid for the Ukrainian market. Furthermore, major European corporations, such as Volkswagen and Unilever, have built factories in Ukraine in recent years (“Solomonovo industrial park”, 2011; “Unilever Invests in Tea Factory in Ukraine”, 2016). In 2017, trade between the EU and Ukraine increased 27.1 percent, demonstrating Ukraine’s growing economic importance in the region (“European Commission”, 2017). Despite these economic advancements, Ukrainian consumer perceptions are not well documented.

In sum, this research will focus on consumer attitudes and perceptions of CSR and COO (in the form of bi-national products) strategies in a transitioning economy (Ukraine) that has not received much scholarly attention in the advertising and consumer literature. To do so, I collected written survey responses from Ukrainian consumers in three age-based cohort groups (18-34 years old, 35-54 years old, and 55-94 years old).

The following literature review will first present relevant information relating to the cultural context and history of Ukraine and information about Procter & Gamble. I will then cover the main advertising strategies of COO effects and CSR.

CHAPTER 2: LITERATURE REVIEW

2.1 Ukraine: Cultural Context

I have selected Ukraine to be the study context for my thesis due to my interest in Ukraine's communist past and current status as a transitional economy. The current social and economic situation in Ukraine presents a unique environment of a country with one foot in the Soviet communist past and one foot in the Western capitalist future. Furthermore, having been born and raised in Ukraine, I have had a life-long fascination with my culture and the stories of my countrymen.

Ukraine is a country in Eastern Europe with a population of 45 million people (Healey, 2013). It was part of the Soviet Union from 1922 until its collapse in 1991 (Gineikiene & Diamantopoulos, 2017). Ukraine's economy suffered heavily in the 1990s during the initial phases of capitalism. The early 2000s were a period of economic and political growth for Ukraine. However, the war with Russia, which started in 2014 and is still ongoing, has negatively impacted the country (Healey, 2013). In the map below (Figure 8) the warzone is highlighted in yellow, and the city Kharkiv, where the majority of the data was collected, is labeled.



Figure 8: Map of Ukraine (Ukraine Maps, 2018)

2.1.1 Ukrainian Military Conflict and National Identity

While Ukraine has had a long and complicated national history, the events that inspired this study transpired fairly recently. In the 20th century, Ukrainian national identity was repressed by the Soviet Union through extreme means such as genocide in order to ensure Russia's hegemony (Shapoval & Olynyk, 2008). However, leading up to and after gaining independence in 1991, Ukrainian identity flourished both culturally and politically. Despite this renaissance, cultural divisions within the country remain. Historically, there has been a cultural and political divide between Eastern and Western Ukraine, with the East traditionally being closer to Russia and the West wanting closer ties with Europe (De Haas et al, 2016). This divide manifests itself in many forms, including Ukraine's two political revolutions of the 21st century. During and after the Orange Revolution of late 2004 and early 2005, Ukrainian nationality became politicized. Pro-European/Orange-allied parties were framed as "representing the west of Ukraine and hostile to the east and south" by their opposition (Kulyk, 2016, p.593). The Orange Revolution advocated a Ukrainian national identity that promoted the Ukrainian language and a "nationalist narrative of Ukraine's history" (Kulyk, 2016, p.593). According to ethnic scholar Volodymyr Kulyk, the most divisive issues in Ukraine are "Russian relations and the status of the Russian language" (2016, p.593). For a variety of reasons, the Orange Revolution ultimately failed. Little under a decade later Ukraine experienced another revolution, the Euromaidan from 2013-2014 (Reznik, 2016).

As with the Orange Revolution, the Euromaidan was sparked by dissatisfaction with the ruling government and a desire for closer ties with Europe. Similar to the Orange Revolution, opposing parties tried to frame it as an ideological conflict of Western versus Eastern Ukraine (Reznik, 2016). However, many Russian-speaking participants of the Euromaidan movement did

not feel that they were “less” Ukrainian in spite of speaking Russian (Kulyk, 2016). After four months of protests and over a hundred civilian casualties, the government was overthrown and President Viktor Yanukovich fled to Russia seeking asylum (Reznik, 2016). While this was a major political victory in the eyes of many Ukrainians, few could have predicted that it would result in a military conflict with Russia that is still ongoing.

The military conflict with Russia has ravaged Ukraine, displacing 1,459,226 people and resulting in over 10,000 casualties (“IDMC”, 2018; Pond, 2017). Nevertheless, it has had a unifying effect on a large portion of the Ukrainian population. This unifying effect has led to notable cultural shifts such as an “unprecedented rise of patriotic feelings, a conscious national identification” (Kulyk, 2016, p.589). National identity has become more important to Ukrainians now than it was prior to the Euromaidan revolution (Kulyk, 2016). In addition to national identity, Ukraine has moved away from Russia culturally over the course of the last couple of years. Unfortunately, despite the two Minsk ceasefire agreements in 2014 and 2015, the conflict continues (Pond, 2017).

The tumultuous history of Ukraine is relevant to consumption behaviors and advertising for several reasons. The first implication is that the historic transition from communism to capitalism may influence Ukrainian consumers’ attitudes toward advertising and their ultimate purchase intentions. Advertising during the USSR will be discussed in greater detail shortly. The second implication is that national identity struggles of Ukraine may influence the way people there think about where and how a product was made (i.e., country of origin effects), which may impact their purchase intentions. The repression of Ukrainian national identity during the times of the Soviet Union, and continual repression by Russia in modern times, may affect how Ukrainian consumers perceive bi-national products (i.e., international brands, produced in

Ukraine). Furthermore, given the cultural divide between Eastern and Western Ukrainians, the perception of these products may differ within the country as well. The third implication is that the military conflict with Russia may impact consumer attitudes toward P&G's Corporate Social Responsibility (CSR). Since a sizable amount of P&G's CSR efforts are directly tied to the war, participants' political ideologies relating to the conflict may influence their attitudes toward P&G's CSR as well as to P&G products (P&G 20th Anniversary in Ukraine, 2017). Ultimately, these attitudes may dictate purchase intention.

2.1.2 Generations: How Social and Political-Economic Context Influences

Consumption

Given the socio-political and economic changes in the Ukraine over the past 27 years from communism to capitalism, as well as the recent military conflict, it is likely that consumers from different age cohorts or generations have been socialized differently in their consumption habits and perceptions. Therefore, one of the variables I examined during this study is the intergenerational differences between Ukrainian consumers. I examined whether younger Ukrainians have a different attitude toward P&G's bi-national products and CSR efforts than their older counterparts, and whether that attitude leads to differing purchase intentions. I predicted that Ukrainians who grew up under the influence of the Soviet Regime and during the Cold War would have different perceptions of Western brands. It is difficult to predict whether these perceptions are positive or negative. On the one hand, these perceptions could be positive because Western brands have been glorified in transitional economies (Strizhakova et al, 2008). On the other hand, given the decades of anti-Western Cold War propaganda, the perceptions may

be negative. The sample group for this study encompassed four generations, which were later broken down into three cohorts.

The first cohort was comprised of the “Silent Generation” and the “Baby Boomer” generations. The “Silent Generation,” born between 1924 and 1943, comprised the smallest portion of my sample (Kuzminsky, 2014; Kozak, 2014). In the summer of 2018, when this study was conducted, a subject from the “Silent Generation” would be between 75 and 94 years old. However, Ukraine has a very low life expectancy. As of 2008, the life expectancy for a male in Eastern Ukraine is 61.2 years (Murphy et al, 2013). Alternative sources state that as of 2015 the life expectancy for the entire country and both genders averages to 71 years (“Life expectancy”, n.d.). Given the low life expectancy, I did not have many participants over the age of 75. This is unfortunate because this generation matured during the Ukrainian genocide, World War Two, and the peak of Stalin’s regime. Therefore, participants from this age group would have been most influenced by Communism. The subsequent generation used to form this cohort is the “Baby-Boomers,” born between 1943-1963 (Kuzminsky, 2014; Kozak, 2014). The responses from this generation are salient because they grew up during the Cold War; therefore, their attitude toward America and American branded products may be different than that of younger generations.

My second cohort was comprised of generation “X.” Members of generation “X” were born between 1964 and 1983 (Kozak, 2014). I anticipated that they would have mixed perceptions of P&G’s CSR efforts and bi-national products because they matured during a time period characterized by a “growth of national consciousness” due to the Perestroika– the political and economic “restructuring” of the USSR– and subsequent collapse of the USSR in 1991 (Kuzio, 2000). My third cohort will be generation “Y,” which was born between 1984-2003

(Kuzminskyy, 2014). However, since I am not conducting a study that involves minors, my version of generation “Y” included people born from 1983-2000. This generation grew up after the collapse of the USSR in a capitalist society during a period of globalization (Kuzminskyy, 2014). Therefore, I predicted that they will have the most positive attitude toward P&G’s bi-national products and CSR efforts. Although these generations are categorized by time and life events, close-knit Eastern European family structure can result in interpersonal nostalgia for the USSR, which may blur the lines between generational differences in perceptions (Holaka, 2007).

Although there have been no direct studies of advertising persuasion knowledge along generational lines in Eastern Europe, studies of persuasion knowledge in Western countries have found differences in persuasion knowledge for varying age groups (Yoon et al., 2009; Ham et al., 2015). Persuasion knowledge is defined as consumers gaining knowledge about persuasion and using that knowledge to “cope” with the “agents” targeting them (Friestad & Wright, 1994). Verhellen et al.’s 2014 study has found that persuasion knowledge increases with age. Meanwhile, studies about advertising persuasion in general in Eastern Europe found that consumers do not perceive advertising persuasion the same way as their Western counterparts. A study conducted in Russia, Poland, and Hungary immediately after the fall of the Soviet Union found that “participants were not fully acquainted with Western products, they value information rather than persuasion about the products they are offered” (Shama, 1992, p.55). A more recent study on smokers from Eastern European EU countries found that in formerly communist EU member states, “commercial companies are seen as conduits for fulfillment of Western values and lifestyle. The perceptions of self-interest of commercial companies held by consumers in Western nations are not evident in these Eastern EU states” (Hassan et al., 2007, p.26). These findings suggest that as recently as 2007, Eastern European consumers likely have lower

persuasion knowledge than their Western counterparts. Persuasion knowledge is not directly measured in this study. However, it is relevant to this study because it may influence the youngest and oldest age cohorts to perceive P&G's advertising strategies differently.

A study of CSR in a persuasion knowledge context revealed that “consumers elicit more persuasion knowledge when they question a firm's motivation, which causes greater skepticism toward CSR as they assess these motivations” (Ham & Kim, 2017, p.16). This study also found that consumers are more likely to “purchase from companies with intrinsic motives behind their CSR activities” than extrinsic motives (Ham& Kim, 2017, p.16). It is possible that if Ukrainian consumers begin to question P&G's CSR motives, they will utilize their persuasion knowledge, and in turn exhibit greater skepticism toward their CSR activities. However, if Ukrainian consumers believe that the P&G's CSR motivations are genuine as opposed to crisis-motivated, this perception will increase their purchase intention for P&G products. In light of the fact that P&G's CSR is intrinsically motivated by their desire to alleviate the humanitarian crisis caused by the war with Russia, as opposed to being extrinsically motivated by unfavorable P&G activities in Ukraine, it is possible that P&G's CSR will positively influence Ukrainian consumer purchase intention (Bonner, 2017; “Procter &Gamble Ukraine”, 2016).

2.1.3 Consumer Socialization and Advertising in Ukraine Under the Soviet Union

The history of advertising in Ukraine has been a point of disagreement within the academic community. There is a school of thought that believes advertising did not exist in Ukraine until the fall of the USSR in 1991 (Wells, 1994; Dobranska et al, 2014). However, there are academics that counter this point by saying that advertising did occur within the Soviet Union, but it was heavily controlled by the government like the rest of the economy (Grow von Dorn, Akimova, 1998). Furthermore, Soviet advertising was not used for the same purposes that

it is today. Advertising in the USSR “provided information about goods and services rather than brands” (Wells, 1994, p.87). The government-run agency, Ukrorgreklama, controlled a majority of the advertising within the Soviet Union (Grow von Dorn & Akimova, 1998). There was a general distrust of Soviet advertising and “Ukrainian customers considered advertising as an attempt to promote inferior goods or as a choice without choice” (Grow von Dorn, Akimova, 1998, p. 190). With the shift to capitalism in the 1990s, Ukrorgreklama was privatized and virtually all advertising in Ukraine “began to adopt selected Western concepts and protocols” (Grow von Dorn, Akimova, 1998, p. 190).

Shortly after the collapse of the Soviet Union, Durvasula et al.’s 1993 study examined Russian attitudes toward advertising. Their study concluded that Russians generally viewed advertising positively because they believed it was a tool that could help them transition into a market economy. However, this study was conducted immediately after the collapse of the Soviet Union, and in Russia– not Ukraine. Therefore, the results are probably not indicative of how Ukrainian consumers currently perceive advertising. Based on the aforementioned literature, it is possible that Ukrainian consumers who grew up during the Soviet era will still be skeptical of advertising and have a negative attitude toward P&G’s CSR efforts. However, it is also possible that Ukrainian consumers will hold positive attitudes toward advertising because they view it as a driving force in their economy.

2.1.4 Perceptions of Foreign Brands

In addition to the debate over the role of advertising in the Soviet Union, the role of foreign brands after its collapse has also been contested. Academics Kipnis et. al (2012) state that although foreign brands were initially idolized after the collapse of the USSR, this

perception has faded as younger generations have become accustomed to having foreign products as part of their everyday life. However, a different study examining foreign brands across seven different product categories (clothing, electronics, soft drinks etc.) conducted in Romania, Russia, and Ukraine showed that college-aged Eastern Europeans still prefer global brands as opposed to local brands. A joint analysis of the responses from the three countries showed that 85.8 percent of participants preferred global brands as opposed to six percent that preferred local brands. These participants viewed owning global brands as integral to their identity because these brands originated from developed countries (Strizhakova et al, 2008). Therefore, ownership of these brands may be indicative of status.

Due to Ukraine's poor economic status and the belief that brands are indicative of status, counterfeit products are very prevalent on the Ukrainian market (Penz & Stöttinger, 2008). In 1999, P&G found that 43 percent of hair care and 23 percent of laundry products in Ukraine using the P&G label were actually counterfeits (Kouzmine, n.d.). This problem appears to be enduring. Since the start of the conflict with Russia, there has been a sharp increase in counterfeit P&G products sold by third parties ("Procter & Gamble: V Krimu", 2017). The continual presence of counterfeit P&G products in Ukraine may indicate that consumers perceive the ownership of these products as a status symbol and are therefore willing to buy counterfeit products to project a certain image.

2.2 Case Study: Procter & Gamble

As previously mentioned, I selected Procter & Gamble as a vehicle for my study due to their strong and enduring presence on the Ukrainian market. Procter & Gamble was established in Cincinnati, Ohio in 1837 by William Procter and James Gamble ("History of Innovation",

n.d.). One hundred and fifty three years later, P & G products entered the Ukrainian marketplace in 1990. During this time P&G's "advertising objective was to establish brand names" in the Soviet Union (Wells, 1994, p.89). This was a difficult task for several reasons. The first reason was that Soviet consumers were not used to "Western-style" advertising. The second was that imported P&G products were much more expensive than local products (Wells, 1994). Nevertheless, P&G experienced high import demand and proceeded to open its Ukrainian office in 1993 ("Procter & Gamble Ukraine", 2016). Demand for P&G products continued throughout the 1990s with the "intensive economic growth of Ukraine at the end of 1994. In 1995 the business of Procter & Gamble began to develop particularly actively" ("Procter & Gamble Ukraine", 2016). This growth has culminated in the Ukrainian P&G chapter becoming "one of the most dynamically growing in the world's P&G system" ("Procter & Gamble Ukraine", 2016). Furthermore, Procter & Gamble is the most prominent source of advertising in Ukrainian television (Dobraska et al, 2014).

Figure 9 is an example of billboard style advertising of P&G products in Ukraine. However, it is important to note that the advertising was not sponsored by P&G itself, but rather by the local supermarket. Most of the street advertising (e.g., billboards, posters, leaflets) of P&G products I observed in the Kharkiv area in the summer of 2018 was not advertising directly commissioned by P&G itself, but instead sponsored by supermarkets that carried P&G products.



Figure 9: A billboard outside of a supermarket in Pervomaiskyi. July, 2018

The aforementioned war with Russia has affected virtually everyone and every company in Ukraine, including P&G. Procter & Gamble has lost ten percent of their sales in Ukraine due to the annexation of Crimea and the war in Eastern Ukraine. Officially, P&G does not sell its products to distributors in these regions (“Procter & Gamble: V Krimu”, 2017).

2.3 Country of Origin (COO) Effects

Ukraine’s turbulent political history could potentially affect how consumers view local and foreign products. In this study, I examined how Ukrainian consumers perceive P&G product brands made in Ukraine as opposed to P&G product brands made in Western Europe, both of which have similar brands to their U.S. versions. I have chosen the concept country of origin (COO) effects as the means for investigating this phenomenon because this concept examines

how factors, such as the branding of the product and the place of production, have an effect on how consumers perceive the target product. In this study, I examined how consumers perceive P&G laundry detergents that are branded in America, but manufactured in either Ukrainian or Western Europe.

Historically, the study of consumer perceptions based on the place of manufacture is also known as country of origin (COO) effects. Country of origin effects are conceptually defined as “an extrinsic information cue and a consumer tends to choose products when he/she decides on their quality and reliability according to the country where they were made” (Sliburyte & Bankauskiene, 2017, p.455). Consumers tend to use COO cues because they are easily assessable during decision making and when consumers do not have sufficient information (Puzakova et al, 2010). With the advent of globalization, country of origin has become an “umbrella concept that integrates multiple facets of COO cues” such as country of manufacture (COM); country of design (COD); and country of brand origin (COBO) (Kipnis, 2012, p.840; Johnson et. al, 2016).

For this study, I examined subcategories of COO termed country of manufacture (COM) and country of brand origin (COBO). Country-of-manufacture is defined as “the ‘made in’ information on a product label” (Helgeson, 2017, p. 179). Meanwhile, country of brand origin (COBO) is defined as “the country where the brand originated” (Aichner, 2014, p. 83). For this study the country of origin was Ukraine while the country of company origin was the United States. Previous studies have examined how the relationship between COM and COBO has resulted in overall consumer perceptions of brand equity (Mostafa, 2015). Consumer-based brand equity is defined as “the differential effect of brand knowledge on consumer response to the marketing of the brand” (Mostafa, 2015, p.71).

Country of origin is not necessarily indicative of product performance but consumers refer to it when assessing the quality of a product (Ettenson, 1993). Research has shown that COO effects differ for various product categories (Michaelis et al, 2008) and for countries as well. For example, “Polish consumers only prefer foreign products and services that have superior characteristics relative to the domestic alternatives available” (Michaelis et al, 2008, p.409). Meanwhile in Russia, “domestic goods are often characterized as inferior in quality” (Ettenson, 1993, p.18). Since Polish consumers prefer local products and Russian consumers do not, it is difficult to predict Ukrainian consumer perceptions of domestic products.

In addition to COO effects for different product categories, country of manufacture effects have been found to affect quality perceptions, “when a well-known brand is described as manufacturing its products in a developing country with a poor reputation for quality, consumers evaluate those products lower than when the brand manufactures in a country with a stronger reputation” (Johnson et. al., 2016, p.406). The perception of quality based on country of manufacture can influence purchase intention (Helgeson et. al., 2017). Therefore, it is possible that P&G products manufactured in Ukraine, which is a developing country, may be evaluated as having lower quality than if these P&G products were manufactured in a more developed country. This perception of low quality may lead to lower purchase intention.

An influential factor of COO effects is consumer ethnocentrism. Consumer ethnocentrism can be defined as “the belief that buying foreign products is inappropriate and immoral, and that such a practice goes against the well-being of one’s own country” (Puzakova et al, 2010, p.730). Consumer ethnocentrism relates to COO because where a product is manufactured or branded influences the consumers’ beliefs about whether buying that product “goes against the well-being of one’s own country” or not. Previous studies have found that

ethnocentrism influences purchase intention (Wegapitiya & Dissanayake, 2018). Ethnocentric consumers may prefer domestic products “even if the quality is significantly lower than that of foreign products” (Kipnis et al, 2012, p.838). This has been proven true for Russian ethnocentric consumers who consider “foreign products as of a superior quality, but, nevertheless, remain ethnocentric and retain negative attitudes towards buying foreign products” (Puzakova et al, 2010, p.732). Meanwhile, consumers that are not ethnocentric prefer to buy products from economically developed countries (Wegapitiya & Dissanayake, 2018).

Foreign brands may try to engage ethnocentric consumers by locally integrating their brand image, while still retaining certain global elements (Kipnis et al, 2012). When examining a brand’s “local integration,” evaluations are based on the place of manufacture and whether or not the brand has successfully assimilated elements of the local culture. It is possible that the nationalistic sentiments in Ukraine may influence consumers to become more ethnocentric. Conversely, Ukrainian consumers may be less ethnocentric due to the characterization of domestic goods as being inferior. Previous research has found that ethnocentrism “does not affect the purchase of less expensive, convenience products. However, within this category of products, consumers buy more domestic than foreign products, though CET [consumer ethnocentrism] does not affect their behavior” (Balabanis & Siamagka, 2017, p.177). Therefore, it may be possible that even if Ukrainian consumers are ethnocentric, this may not influence their purchase intention for P&G products manufactured in Ukraine versus P&G products manufactured abroad because they are inexpensive convenience products. In order to assess Ukrainian consumer ethnocentrism, I incorporated several measures on my survey from Yang et. al’s 2017 study on consumer ethnocentrism in non-Western countries.

2.3.1 Bi-National Products

A subcategory of COO effects is bi-national products, which may also be referred to as Brand Local Integration in the literature (Kipnis et al, 2012). Bi- national products are defined as “products manufactured in one country and branded by a firm from another country” (Ettenson, 1993, p. 17). Many enterprises have engaged in producing bi-national products in Eastern Europe, such as American-branded Levi’s jeans produced in Hungary (Ettenson, 1993). Bi-national products are an interesting phenomenon because “products blur place of manufacture and the product's brand name. As a result, clear distinctions can no longer be made between domestic and imported goods” (Ettenson, 1993, p. 17). Therefore, determining the COO effects for bi-national products is complicated in light of the country of manufacture and the country of brand origin being different.

The only COO effect and bi-national product-related study conducted in Ukraine concluded that Ukrainians generally perceive bi-national products produced in Ukraine favorably. Similar to this study, the Kipnis et. al. 2012 study had participants from different age cohorts ranging from ages 18-70. However, it is difficult to draw conclusions about generational differences in attitude because there were only nine participants in that study. They viewed foreign investment in local communities as a positive force (Kipnis et al, 2012). The Ukrainians sampled expressed a desire to see foreign companies embrace “local elements...as a symbol of respect for local heritage” (Kipnis et al, 2012, p. 853). However, since this was the only study conducted on the COO effects and bi-national products, it was difficult to formulate a prediction for the attitudes of the Ukrainian population, especially based on cohort, in relation to P&G’s bi-national products. Based on the aforementioned information about COO effects and bi-national products in Ukraine, I have formulated the following research questions:

***RQ1a:** Do Ukrainian consumers exhibit ethnocentrism?*

***RQ1b:** Do the three cohorts exhibit differing levels of ethnocentrism?*

2.3.2 COO and P&G

Procter & Gamble does not only export goods to Ukraine; they have production plants within Ukraine as well. They are just one of many firms that have moved their production to Eastern Europe due to “stagnant [domestic] markets and increased labour costs... [these] joint ventures, provide Western firms with access to both an untapped market of over 300 million consumers and a low wage, highly skilled workforce” (Ettenson, 1993, p.16). Procter & Gamble acquired their first factory in Ukraine in 1997 in the city of Borispol. This factory had previously been a “Soviet-English joint venture” between the British company Tambrands and the USSR Ministry of Health. Procter & Gamble acquired Tambrands along with the factory in 1997, transforming Tambrands into the modern-day brand Tampax. Shortly after, P&G expanded its operations in Ukraine and acquired a second factory in Ordzhonikidze in 2004 (also known as Pokrov) (“Procter & Gamble Ukraine”, 2016). According to a 2017 interview with Dmytro Kyselov, general manager of P&G Ukraine, half of the P&G products purchased in Ukraine are produced within the country. The majority of the products produced at the Ordzhonikidze plant are destined for the Ukrainian market, while the Borispol plant is focused on exports (“Procter & Gamble: V Krimu, 2017”). Therefore, the products from the Ordzhonikidze factory are bi-national because they are from an American company (country of brand origin), but they are produced and sold in Ukraine (i.e., country of manufacture).

Procter & Gamble currently offers 20 brands in Ukraine (“Procter & Gamble Ukraine”, 2016). Although P&G has a wide array of products on the Ukrainian market, I have decided to

focus on one product category to increase internal validity. For my product I have selected laundry detergent because P&G has three detergent brands (Gala, Ariel, and Tide) of varying price and different places of manufacture. Therefore, I could test COO effects within one product category and one parent company. Furthermore, all three detergents can be found in the supermarkets in the towns where I am recruiting participants, so they will likely be familiar with the products.

For this study I used the laundry detergents Gala, Ariel, and Tide. Of the three laundry detergents selected for my study, Gala is the only exclusively Ukrainian brand (“Procter & Gamble Ukraine”, 2016). According to Kyselov, Gala was bought from a local company in 2000 (Bonner, 2017). Meanwhile, Ariel was created in England in 1967 (“About us”, 2018). Tide was developed in America in 1946 and has been the best-selling laundry detergent brand in America since 1949 and onward (History Learn About Tide, n.d.). Despite one brand being inherently Ukrainian and the other two being of Western origins, all of their brand names are written in English on the packaging. In Eastern Europe, the use of English letters has served to distinguish global brands from local brands (Strizhakova, 2008). Despite the Western-style branding, both the Gala and Ariel brands are manufactured in the Ordzhonikidze factory. Meanwhile, the Tide products sold in Ukraine are manufactured in Russia.

For my study, I investigated COO effects by examining consumer ethnocentrism and purchase intention for each laundry detergent brand based on the brand’s country of origin. Gala and Ariel were presented as being produced in Ukraine. However, the COO of Tide was changed from Russia to Ireland. I changed Tide’s COO because I wanted to test consumer attitude toward Ukrainian products versus Western products. I selected Ireland as the country because Ireland

has a P&G factory and I believe Ireland has a neutral reputation in Ukraine, unlike other Western countries, such as the U.S (Katzenstein & Keohane, 2007).

Based on the aforementioned information about COO effects and bi-national products in Ukraine, I have formulated the following research questions:

***RQ2a:** How do Ukrainian consumers perceive the COO of P&G laundry detergents sold in Ukraine?*

***RQ2b:** Do the three cohorts perceive the COO of P&G laundry detergents sold in Ukraine differently?*

2.4 Corporate Social Responsibility (CSR)

As with COO effects, Ukrainian perceptions of CSR may also be influenced by the country's Soviet past. Although there were no private enterprises during the Soviet Union, government-run companies took on certain roles that resemble modern day CSR. In industrial-based towns, such as my recruiting site of Pervomaiskyi, Soviet corporations were responsible for "not only jobs but also major social goods including housing, heating, kindergartens, polyclinics [hospitals], schools" (Blam et al, 2016, p.468). This is similar to the P&G's CSR activities in Borsipol and Ordzhonikidze today, where P&G has done a range of activities from renovating schools to building health centers ("Procter & Gamble Ukraine", 2016).

In light of P&G's sizable CSR contributions in Ukraine, I have chosen CSR as the second major concept in my study. Prior to the Soviet Union's communist version of CSR, the concept originated as a product of the Industrial Revolution and has continued to grow over the course of the 20th and 21st centuries (Carroll, 1999). There are many definitions for CSR, and it is now called an umbrella term in certain literature (Matten & Moon, 2008; Mahmood & Humphrey,

2013). However, one of the best known definitions of CSR is Carroll's 1999 definition. For this study CSR is conceptually defined as:

The notion that corporations have an obligation to constituent groups in society other than stockholders and beyond that prescribed by law and union contract.

Two facets of this definition are critical. First, the obligation must be voluntarily adopted...Second, the obligation is a broad one, extending beyond the traditional duty to shareholders to other societal groups such as customers, employees, suppliers, and neighboring communities (Carroll, 1999, p. 284).

This definition is crucial for developing my conceptual framework because I am examining the corporation Procter & Gamble's "obligation to constituent groups in society," in this case, Ukrainians. Procter & Gamble's efforts are voluntary and, as I will later explain, they extend to "societal groups such as...neighboring communities" where their factories are located. The literature states that CSR is composed of four parts: economic, legal, ethical, voluntary and philanthropic (Carroll, 1999, p.286; Dahlsrud, 2008). This study will not be examining the economics and legality of P&G's CSR. However, I will examine whether Ukrainian consumers believe that P&G's actions are genuinely "ethical and voluntary or philanthropic" by surveying their attitudes towards CSR.

CSR is a relatively new concept outside of the United States, and up until the 2000s major European corporations did not feature CSR as heavily on their company websites and codes of conduct (Matten & Moon, 2008). Scholars have found that perceptions of CSR in the developing world differ from the first world. It appears that consumers in developed countries have a positive attitude toward CSR and are more likely to exhibit brand loyalty when a company engages in CSR (Arli & Lasmono, 2010).

Meanwhile, many consumers in developing countries are most focused on product price, due to their limited financial means. In light of this, consumers in developing countries are unlikely to support CSR if it means paying more for the same product (Arlı & Lasmono, 2010; Baranowska-Prokop, 2007). Although consumers do not support CSR if it increases product price, the study conducted by Arlı and Lasmono in Indonesia indicates that consumers “are expecting corporations to assist the government in solving these [societal] issues” (p.49). As of 2015, six percent of the Ukrainian population live on five dollars (USD) a day or less, and its GDP is about one third of Poland’s (Oxenstierna & Hedenskog, 2017). Furthermore, the IMF has recently called Ukraine Europe’s poorest country (Ogirenko, 2018). Given Ukraine’s economic status, it is not a first world country. Therefore, it is possible that Ukrainian consumer attitudes toward CSR may reflect the findings of the study conducted in Indonesia.

CSR research in Kazakhstan supports Arlı and Lasmono’s (2010) findings that consumers in the developing world are more focused on the financial, rather than moral, aspect of CSR. Mahoom and Humphrey’s 2013 study found that “since economic transition in the past has severely affected the lives of people in Kazakhstan, they now emphasize “economic contribution of business organizations” as opposed to “environmental and human rights issues” (Mahmood & Humphrey, 2013). These findings are relevant for my research because Kazakhstan is also a transitional economy that used to be part of the USSR. Therefore, Kazak attitudes and Ukrainian attitudes may be similar. A study comparing Western, Central, and Eastern European countries found that “managers and business students in Lithuania and Russia viewed economic CR as being more important than social CR” (Furrer et. al, 2010, p.391). This study is relevant to my research because Russia and Lithuania are also transitional economies. Furthermore, this study examined age cohort differences between business students (Lithuania

M=20.3 years; Russia M=19.5 years) and managers (Lithuania M=43.7 years; Russia M=31.7 years). The study found that age did not influence CSR perceptions. The Kipnis et. al 2012 study featuring Ukraine has shown that consumers prefer brands that aid societal well-being. With that in mind, it may be reasonable to predict that the participants in my study will react favorably to P&G's CSR. Although the findings of this study are useful for my research, the small sample size ($N=9$) makes it difficult to base predictions from their findings (Kipnis et al., 2012). In light of the aforementioned literature, I have formulated the following research questions:

RQ4a: *How do Ukrainian consumers perceive CSR efforts in general in Ukraine?*

RQ4b: *Do the three cohorts of Ukrainian consumers differ in their perceptions of CSR in general?*

2.4.1 P&G and Corporate Social Responsibility

In addition to producing consumer goods locally, Procter & Gamble actively integrated itself in Ukraine through corporate social responsibility. In 2015 P&G invested over 1.5 million dollars (USD) into charitable efforts in Ukraine. This money was used, according to P&G, to “support orphans, low income families, forced migrants from eastern Ukraine, and implementation of community support projects where we live and work” (“Procter & Gamble Ukraine”, 2016). Additionally, P&G donates money to UNICEF Ukraine and Children's Town SOS.

A large portion of P&G's CSR efforts in Eastern Ukraine is their humanitarian assistance to victims of the war in Ukraine. According to a 2017 Kyiv Post interview with P&G Ukraine's general manager Dmytro Kyselov, P&G “is involved in the creation of parenting rooms in medical clinics in 11 cities of Donetsk and Luhansk...During holidays, employees help raise

money to buy gifts for children in need” (Bonner, 2017). Additionally, P&G engages with the communities of the towns where their factories are located by offering financial assistance, donating equipment to fire departments, as well as helping renovate schools (“Procter & Gamble Ukraine”, 2016). In light of the aforementioned literature, I have formulated the following research questions:

RQ4c: *How do Ukrainian consumers perceive P&G’s CSR efforts in Ukraine?*

RQ4d: *Do the three cohorts of Ukrainian consumers differ in their perceptions of P&G’s CSR?*

2.5 Purchase Intentions

The ultimate goal of my study is to see whether Ukrainian consumers’ attitudes toward CSR and COO/ bi-national products affect their purchase intentions of the various P&G products. Purchase intention is defined as “an individual’s conscious plan to make an effort to purchase a brand” (Spears & Singh, 2004, p.56). For the COO portion of my study, I will operationalize this dependent variable (purchase intention) by asking consumers how likely they are to purchase the brands Gala, Tide, and Ariel knowing that the product is made in Ukraine (Gala and Ariel) or Ireland (Tide). This component of my study has important behavioral and managerial implications.

A 2018 study examining the relationship between COO, CSR, and purchase intention for cars in Vietnam found that country of brand origin has a stronger influence on purchase intention than country of manufacture. Country of brand origin has a strong relationship with consumers’ CSR perceptions, and ultimately influences purchase intention (Nguyen & Pham, 2018). In this study, it is possible that the American brand origin of P&G will influence Ukrainian consumers’

perception of CSR, and ultimately lead to purchase intention. However, it is possible that my study will not reflect these findings because P&G produces low involvement products.

Although previous studies have shown that consumers in developing countries are less likely to purchase products from a company that engages in CSR if the CSR affects product price, a 2018 study conducted in India concluded that there was a significant relationship between CSR and purchase intention (Sharma et. al, 2018). Similarly, a study conducted in South Korea found that corporate level CSR positively affected purchase intention. However, brand level CSR did not affect CS- based purchase intention (Lee & Lee, 2018). Since my study examines corporate level CSR for P&G, rather than brand level CSR for the respective brands Ariel, Gala and Tide, it is possible that Ukrainian consumers will have a higher purchase intention for P&G products due to P&G's CSR.

A 2016 study examining corporate reputation and purchase intention conducted in the United States found that “brand attitude and purchase intention deteriorate with the negative corporate reputation” (Jung & Seock, 2016, p. 11). This result supports previous findings that suggest that negative information is more influential than positive information for persuasion. (Jung & Seock, 2016). Conversely, brand awareness and perceived quality positively influence purchase intention (Jung & Seock, 2016). It is possible that P&G's corporate reputation and perceived quality of their products will influence the attitude toward the brands Gala, Ariel, and Tide, and ultimately their purchase intention.

The aforementioned studies examined whether CSR affects purchase intention for consumers in general. However, the literature has also found that millennial consumers in the United States are more supportive of CSR in comparison to other age groups (Anderson et. al., 2016). Additionally, these younger consumers “consider CSR behavior as substantively more

important than the highest product attribute, quality, and almost twice as important as the second highest attribute, price” (Anderson et. al., 2016, p. 22). Furthermore, previous research has shown that millennials believe that firms that engage in CSR produce higher quality products. A possible explanation for why millennials are willing to pay more for products from companies that engage in CSR is that they “may perceive a higher benefit and value from a CSR oriented firm as long as the price differential is fair (Anderson et. al., 2016, p. 25). In the context of this study, it is possible that the youngest cohort of my sample (also millennials) will have the highest purchase intention for P&G products because they consider CSR to be a more important attribute than quality and price. Alternatively, the youngest cohort may perceive P&G products to be of high quality because P&G engages in CSR.

In line with the aforementioned literature, purchase intention may lead to purchase behavior, which is, in turn, important for the company.

RQ1C: Does consumer ethnocentrism influence purchase intention?

RQ3a: To what extent does COO influence purchase intentions for P&G products?

RQ3b: Do the three cohorts of Ukrainian consumers exhibit different purchase intentions for P&G products based on COO?

RQ5a: To what extent does CSR in general influence purchase intentions?

RQ5b: Do the three cohorts of Ukrainian consumers differ in their purchase intention based on CSR?

RQ5c: To what extent does P&G’s CSR influence purchase intentions for P&G products?

RQ5d: Do the three cohorts of Ukrainian consumers differ in their purchase intention of P&G products based on P&G’s CSR?

CHAPTER 3: METHODOLOGY

3.1 Design and Participants

3.1.1 Survey

The data collection for this study was conducted via paper survey with in-person solicitation and administration. I selected a survey as my research method because I wanted to observe whether there was a relationship between age cohort, attitude toward CSR and COO, and purchase intention (Babbie, 2010). Due to the unstable Internet connection in rural Ukraine and prevalent theft of electronic devices, I distributed a written survey on paper that participants filled out manually (Ukraine 2017 Crime, 2017). In light of the expenses of conducting international research in Ukraine, as well as my limited resources, I could not afford to hire research assistants or provide an incentive to participants. Therefore, I selected a survey because it is a more cost-effective method for collecting data than interviews or an experiment. Furthermore, given my limited time in Ukraine, a survey was the quickest method for obtaining information from a large sample. My reasoning for using a survey is that I would like to see whether there is a pattern in COO and CSR attitudes in the Ukrainian population at large. Since I do not live in Ukraine and have few local connections, I relied on a non-probability, age-based purposive sample for my research. Given my status as an American-Ukrainian and a community outsider, I was concerned that my perceived identity may cause response-bias. Furthermore, despite presenting an official consent form from the University of Illinois and other documentation, there were members of the community that did not believe I was an academic researcher.

3.1.2 Variables

I was interested in discerning how age/cohort might influence consumers' attitudes toward COO, P&G's bi-national consumer goods, consumer ethnocentrism, and CSR efforts using P&G as the case company. Furthermore, I investigated how these attitudes may influence Ukrainians' purchase intention of P&G products. Therefore, my independent variable was age, which I then broke down into three cohorts. As previously mentioned, the first cohort was born between 1924-1963, the second cohort was born between 1964-1983, and the third cohort was born between 1984-2000. Age was measured by asking demographic questions at the end of the survey. The dependent variables of my survey were attitude toward CSR in general, attitude toward P&G's CSR, consumer ethnocentrism, and purchase intention. I operationalized these variables by asking participants about their attitudes and beliefs toward CSR and bi-national products through multiple measures. In addition to nominal and continuous scaled questions, there were free response items on the survey assessing consumer ethnocentrism and attitude toward CSR.

3.2 Measures

The survey was initially written in English based on a combination of previously developed scales supported by the literature (See Appendix I). Afterwards, I translated the survey into Russian. To affirm the accuracy of the translation, I did back translation with another native Russian speaker with proficiency in English. Prior to conducting the study in Ukraine, I pre-tested the survey in America on several Russian speakers to ensure that the translations were accurate. The survey took about 20 minutes to complete. Participant answers to the open-ended portion of my survey were also back translated to ensure accuracy.

3.2.1 CSR Perceptions

Participants' CSR perceptions were measured via survey with questions and scales based on the Baisakalova (2012) study of CSR in Kazakhstan (see Appendix A). I used Baisakalova's scales as a model because they tested CSR perceptions in a former USSR country via survey for a mixed purposive sample. Similarly, Baisakalova's conceptual foundation rested upon the Carroll 1999 definition of CSR. Baisakalova developed her scales based on "Carroll's pyramid of CSR" (Baisakalova, 2012, p.76). A sample question from Baisakalova's questionnaire is:

"CSR gives a company a distinctive position in the market"

A sample item in my questionnaire based on this scale is:

"Corporate social responsibility (corporate charity) gives P&G a market advantage."

A full questionnaire can be found in her article "Survey on corporate social responsibility in Kazakhstan" in the *Journal of Nutrition Education and Behavior* (2012). The questionnaire used to evaluate participant responses in my study can be found in Appendix A.

3.2.2 Country of Origin

When developing the questions and scales for the COO effects/bi-national product portion of my survey, I modified scales used in Yang et al.'s 2017 and Ahmed et al.'s 2004 articles. I selected these scales because they examined COO effects in non-western countries for low involvement products. The questions I used from the Yang et al. study and the Ahmed et al. study are featured in Appendix B.

The Yang et. al. 2007 study examined COO effects for milk. I used the scales from this questionnaire because this study focused on COO and ethnocentrism for a low involvement product. Furthermore, the study examined consumers in a communist society, albeit not the former Soviet Union. The questions used in this survey were open-ended interview questions.

However, for my survey these questions were modified to be closed-ended questions on a five point Likert-scale. An example of a COO question featured in Yang et. al.'s study is:

“Is COO an important reference for you when you choose a dairy product?”

A sample item in my questionnaire based on this scale is:

“Where the product was made is an important reference when choosing a household cleaning product.”

An example of an ethnocentrism question featured in Yang et. al.'s study is:

Do you think we should give priority to domestic products when we make purchases?

A sample item in my questionnaire based on a five point Likert-scale scale is:

When buying cleaning products we should give priority to domestic (Ukrainian) production.

Similar to the Yang et. al 2007 study, the Ahmed et. al 2004 study examined COO effects for bread and coffee. I used the scales from this questionnaire because this study focused on COO for a low involvement product. Furthermore, the study examined consumers in a non-Western society. I replicated much of the methodology of the Ahmed et. al 2004 study. The methodology I replicated is listed below.

Initial questions screened out respondents who either did not use or did not purchase bread and coffee. Two questions then asked respondents to rate on nine-point Likert scales their familiarity with the brand names of bread (or coffee) made in each country. The aim was to control for any relationship between familiarity and the respondents' choices... This was followed by a question about the respondents' likelihood of purchasing the bread and coffee made in each country, which sought to determine the extent of the influence of COO on consumers' purchase intentions (Ahmed et. al, 2004, p.109).

Similar to the Ahmed et. al 2004 study, the initial questions of my survey asked participants whether they were familiar with and purchased the P&G laundry detergent brands. Later in the survey participants were asked to rate their likelihood of buying each laundry detergent brand based on the COO. A sample item testing brand familiarity in my questionnaire based on Ahmed et. al's methodology is:

"Have you ever seen Gala?"

A sample item testing COO based purchase intention in my questionnaire based on Ahmed et. al's methodology is:

"How likely would you be to purchase Tide knowing that it was made in Ireland?"

3.2.3 Attitudes

In order to assess consumer perceptions of CSR and bi-national products for different cohorts, I measured attitudes toward these advertising strategies. I used Shavitt et al.'s 1998 study to develop my scales for attitude measurement (see Appendix C). I selected this study because the scholars assessed attitudes for different advertising strategies. Similarly, I am assessing attitude for different advertising strategies, such as CSR and COO. In order to evaluate attitudes, Shavitt et. al used a five-point Likert scale ranging from strongly disagree to strongly agree. The wording of the items in her questionnaire was phrased to either be favorable or unfavorable. An example of an attitudinal question in Shavitt's study is:

"In general, I feel that I can trust advertising"

A sample item testing attitude toward CSR in my questionnaire based on Shavitt et. al's methodology is:

"In general, I feel that I can trust corporate social responsibility (charitable actions of a corporation)?"

3.3 Summary of Study

Table 1
Overview of Main Concepts of Study

Variable	Conceptual Definition	Operationalization/ Measurement
Country of Manufacture	The “made in” information on a product label (Helgeson, 2017, p. 179)	<ul style="list-style-type: none"> • <i>If you had to guess, where do you think Gala is manufactured?</i> • <i>If you had to guess, where do you think Tide is manufactured?</i> • <i>If you had to guess, where do you think Ariel is manufactured?</i>
Country of Brand Origin	The country where the brand originated (Aichner, 2014, p. 83)	<ul style="list-style-type: none"> • <i>I consider the products produced by the American company Procter & Gamble in its Ukrainian factories in Borispol and Ordzhonikidze to be ...</i>
Bi-national Products	Products manufactured in one country and branded by a firm from another country (Ettenson, 1993, p. 17)	<ul style="list-style-type: none"> • <i>I consider the products produced by the American company Procter & Gamble in its Ukrainian factories in Borispol and Ordzhonikidze to be ...</i>
Consumer Ethnocentrism	Belief that buying foreign products is inappropriate and immoral, and that such a practice goes against the well-being of one’s own country (Puzakova et al, 2010, p.730)	<ul style="list-style-type: none"> • <i>It is always good to purchase products made in Ukraine</i> • <i>When buying cleaning products we should give priority to domestic (Ukrainian) production</i> • <i>Ukraine makes good cleaning products</i> • <i>Do you try to avoid purchasing household cleaning products from certain countries?</i> • <i>If so, what countries (qualitative)</i>

Table 1 (Continued)

Corporate Social Responsibility	Corporations have a voluntary obligation to constituent groups in society other than stockholders and beyond that prescribed by law and union contract (Carroll, 1999, p. 284)	CSR in General
		<ul style="list-style-type: none"> <i>In general, do you like or dislike the idea of corporate social responsibility (charitable actions of a corporation)?</i> <i>In general, I feel that I can trust corporate social responsibility (charitable actions of a corporation)?</i>
		P&G CSR
Purchase Intention	An individual's conscious plan to make an effort to purchase a brand (Spears & Singh, 2004, p.56)	<ul style="list-style-type: none"> <i>Please list all the thoughts and feelings that went through your head after learning this information about Proctor & Gamble's charity contributions in Ukraine. (open ended)</i> <i>P&G contributes something to society</i> <i>P&G has a social responsibility beyond making profits</i> <i>P&G's charitable actions are appropriate for their company image</i> <i>Corporate social responsibility (corporate charity) gives P&G a market advantage.</i>
		COO
		<ul style="list-style-type: none"> <i>How likely would you be to purchase Gala knowing that it was made in Ukraine?</i> <i>How likely would you</i>

Table 1 (Continued)		<i>be to purchase Ariel knowing that it was made in Ukraine?</i> <ul style="list-style-type: none"> • <i>How likely would you be to purchase Tide knowing that it was made in Ireland?</i>
		CSR
		<ul style="list-style-type: none"> • <i>I would prefer to buy from a retailer engaged in CSR activities</i> • <i>How likely would you be to purchase Ariel knowing that P&G engages in CSR?</i> • <i>How likely would you be to purchase Gala knowing that P&G engages in CSR?</i> • <i>How likely would you be to purchase Tide knowing that P&G engages in CSR?</i> • <i>How likely would you be to purchase other P&G products knowing that P&G engages in CSR?</i>

3.4 Sample

I recruited participants in several locations in the Kharkiv Oblast of Ukraine during the summer of 2018. I recruited from this region because I was born there and still have personal contacts (key informants) that gave me permission to recruit at their workplaces. In order to have an even distribution of age within each of the three generations, my sampling procedure was

non-probability, purposive (by age) and quota. Participants ($N = 155$) were recruited with the help of my key informants through their social networks as well as through snowball sampling of family, friends, etc. One survey had to be discarded because the participant did not mark his/her age.

The predominant recruiting setting was the local, government-subsidized, healthcare clinic run by my grandmother in the rural town of Pervomaiskyi. My reasoning for selecting this recruitment site is because it is a large clinic that caters to the surrounding rural community with a wide variety of people of all ages. Since this is a government-subsidized clinic, the patients are generally from the lower socio-economic strata. The second recruiting site was the bank (Ukrsotsbank) where my aunt works in the city of Kharkiv. I asked her coworkers and clients to participate in this study. The participants from this recruiting site had a higher level of income than the participants from the dental clinic due to the bank's prestige and location in the center of the city. The third recruiting site was a private dental clinic located in the center of Kharkiv. This dental office had patients of varying age ranges. However, given that it is a private and more costly clinic, these participants were of a higher socio-economic stratum. Additional recruiting took place in the homes of friends or their acquaintances.

3.5 Procedure

As previously stated, the research activities took place in the government health clinic, the bank, the private dental clinic, or within consumers' homes. For the government clinic and the bank I went into the waiting area verbally announced, in Russian, that I was conducting a study and asked the patients/ clients to approach me if any of them are interested in participating. The announcement was read from a standardized script (see Appendix K). The announcement was repeated at roughly hour-long intervals, depending on the amount of clients/patients moving

through the recruiting facilities. Subjects that agreed to participate were given the consent form and survey in Russian; see Appendixes G and J. There were numerous people who chose not to participate in the study. Although I did not keep count, I estimate that about 50% of the people I approached refused. Several participants had difficulties completing the survey independently, such as the elderly with poor eyesight and a 78-year-old female participant with Parkinson's disease who could not hold a writing utensil independently. Those participants were offered reading and writing assistance. After administering the survey, I maintained a distance of approximately fifty feet while participants were filling out their responses. Upon completion, participants placed their surveys into a manila envelope to ensure the confidentiality of their answers. The survey took about twenty minutes to complete. Participants deposited the survey into the manila envelope and were thanked for their participation. The consent forms were stored in a locked cupboard in my apartment.

3.6 Examples of CSR

Corporate social responsibility is a relatively new phenomenon in Ukraine (Filosof et. al, 2012). Therefore, I was concerned that Ukrainian consumers, especially in the oldest cohort, would not be familiar with the concept. To ensure that participants understood the concept, I included two real-life examples of P&G CSR. There were two example materials featuring the CSR activities of P&G. These were embedded into the survey. Both were derived from real-life media, thus providing external validity. The first was a clipping from a news story about P&G detailing their CSR efforts in the war zones of Eastern Ukraine (see Appendix E). The second is a Facebook post from P&G's official account detailing their charitable contributions to a facility near the Ordzhonikidze factory that provides resources for disabled children (Bonner, 2017; see Appendix E). For the COO portion of the survey, I included images of Ariel, Tide, and Gala for

reference purposes (see Appendix F). Participants were asked to choose one among these products and explain their selection.

As previously mentioned, I selected P&G for this case study because it is one of the most advertised brands in Ukraine (Dobranska et al, 2014). Therefore, it is reasonable to assume that most Ukrainians have either heard of or come into contact with the featured brands in the study: Gala, Tide, and Ariel.

I selected these three laundry detergents to ensure that I would be testing COO effects for the same product category, thus increasing internal validity. Furthermore, I selected these brands to test COO effects because both Gala and Ariel are produced in Ukraine while Tide is not.

CHAPTER 4: RESULTS

A complete summary of the findings can be found in Appendix M: Summary of Results.

As previously mentioned the study had 154 participants (N=154). See Table 2 for demographics.

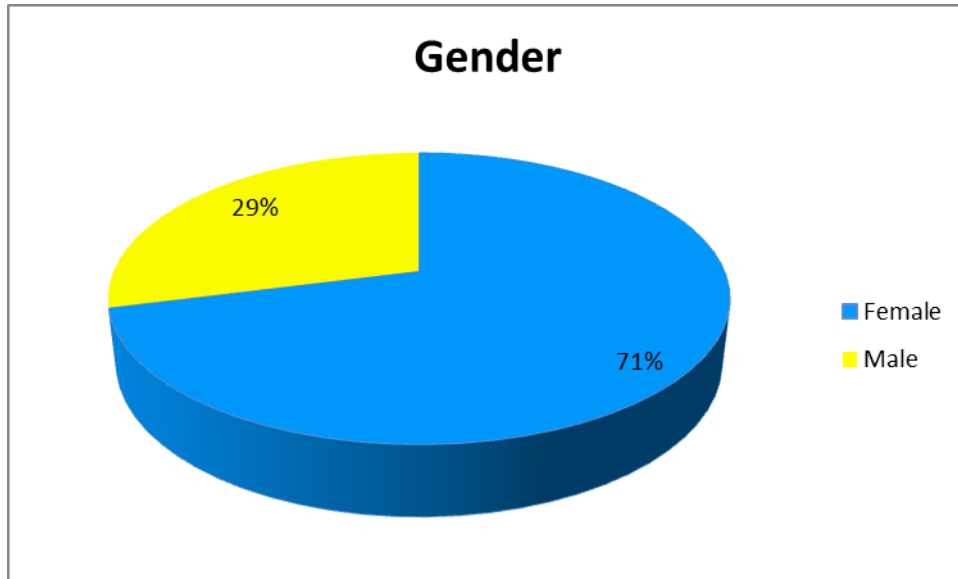


Figure 10: Participant gender

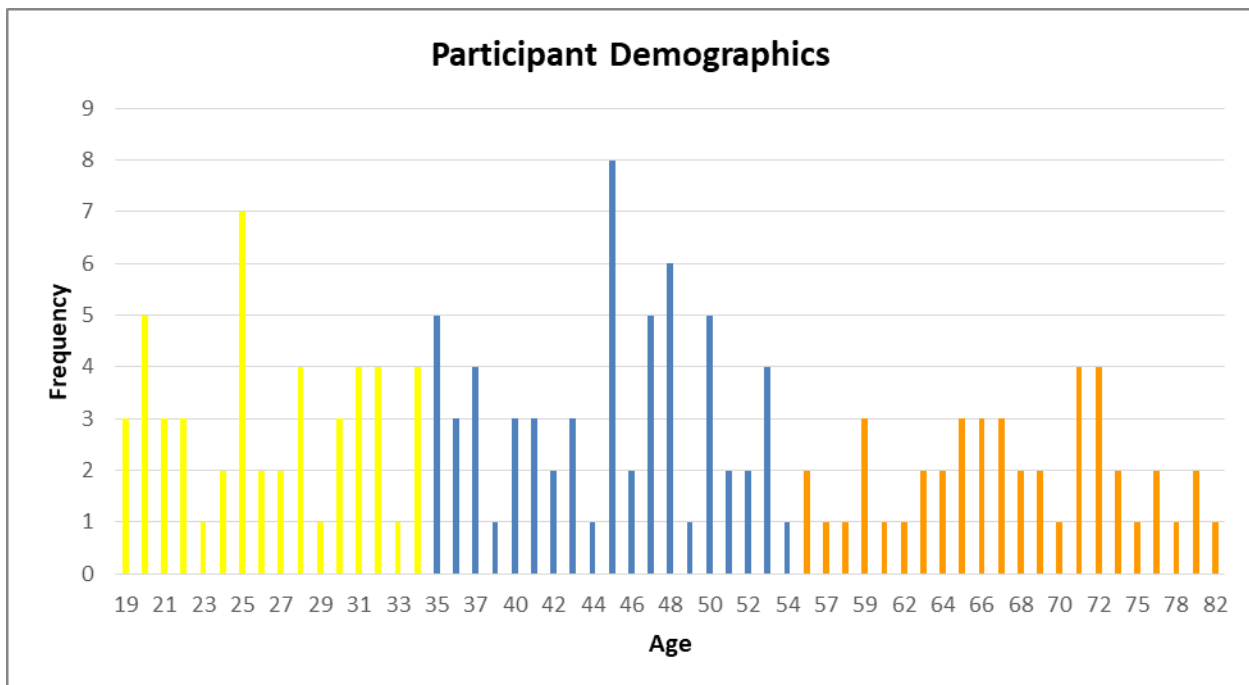


Figure 11: Participant demographics by age

Table 2.
Participant information

Participants: 154	Youngest cohort (18-34 years old): 54 participants	Ukrsotsbank: 30 participants
		Private Dental office: 26 participants
Male: 45	Middle cohort (35-55) years old): 56 participants	Pervomaiskyi: 80 participants
Female: 110	Oldest cohort (56 years old-onward): 44 participants	Family/Friends: 15 participants

4.1 Reliability of Scale Measures

For several variables, such as ethnocentrism, multiple items were used to measure the variable. The reliability of these items was assessed through either a Cronbach's α or an inter-item correlation, depending on the number of items (See Table 7).

Table 3.
Reliability measures and descriptive statistics

Variables	Reliability Measure	Mean	SD
Consumer Ethnocentrism (3 items)	Cronbach's $\alpha = 0.716$	2.86	0.71
Attitude toward CSR in general (2 items)	Inter-Item Correlation $r=0.50$	3.45	0.81
Attitude toward P&G CSR (4 items)	Cronbach's $\alpha =0.738$	3.52	0.63
P&G CSR Purchase intention (4 items)	Cronbach's $\alpha =0.736$	3.50	1.02

4.2 Brand Familiarity

To ensure that all the participants were indeed familiar with P&G products, they were asked the following questions on a nominal scale ranging from yes to no to unsure:

Have you ever seen Gala?

Have you ever seen Ariel?

Have you ever seen Tide?

As predicted, the majority of Ukrainians were familiar with P&G products. Almost all respondents reported that they had seen Gala (97%), Ariel (96%) and Tide (98%). Furthermore, when asked to choose one out of the three laundry detergents provided, Ariel was the most popular laundry detergent across all three cohorts. It was slightly less popular with the oldest cohort (43%) than with the middle (64%), and young (55.6%) cohorts, $X^2(4, N=154) = 10.34$, $p < 0.05$. However, the majority of participants in all three cohorts selected Ariel as their preferred P&G laundry detergent brand. Tide and Gala did not have significant cohort differences. After the survey established familiarity with the subject matter, participants began the COO portion of the survey.

4.3 Country of Origin (COO)

As previously mentioned, the survey included both open-ended, nominal, and Likert scaled questions to assess the following COO-related research questions:

Table 4.

COO Research Questions

RQ1a: Do Ukrainian consumers exhibit ethnocentrism?

RQ1b: Do the three cohorts exhibit differing levels of ethnocentrism?

RQ1C: Does consumer ethnocentrism influence purchase intention?

RQ2a: How do Ukrainian consumers perceive the COO of P&G laundry detergents sold in Ukraine?

RQ2b: Do the three cohorts perceive the COO of P&G laundry detergents sold in Ukraine differently?

RQ3a: To what extent does COO influence purchase intentions for P&G products?

Table 4 (Continued)

RQ3b: Do the three cohorts of Ukrainian consumers exhibit different purchase intentions for P&G products based on COO?

4.3.1 Consumer Ethnocentrism

To answer RQ1a, RQ1b, and RQ1c, which address consumer ethnocentrism, I conducted both a quantitative and qualitative analysis. For my quantitative analysis I conducted univariate analyses of variance (ANOVA) and to further explore the main effects and potential between-group differences, I ran post-hoc LSD tests. The results showed that overall Ukrainians scored slightly lower than the midpoint of three ($M= 2.87$; $SD= 0.71$, Cronbach's $\alpha=0.716$) on consumer ethnocentrism items on the five-point Likert scale (1: strongly disagree; 5: strongly agree). Furthermore, the results showed that there was no statistically significant difference between consumers' cohort and their tendency to be ethnocentric $F(2,153)=0.105$, $p=0.90$. The oldest cohort ($M=2.90$, $SD=0.82$), middle cohort ($M=2.89$, $SD=1.00$), and youngest cohort ($M=2.84$, $SD=0.75$) all scored near the midpoint on the Likert-scale items relating to consumer ethnocentrism.

Table 5.

Descriptive statistics for Consumer Ethnocentrism

Cohort	Mean	Standard Deviation
Oldest Cohort	2.90	0.82
Middle Cohort	2.89	1.00
Youngest Cohort	2.84	0.75

To answer question RQ1c, whether consumer ethnocentrism influences purchase intention, I conducted a linear regression analysis. It appears there is a significantly positive

relationship between ethnocentrism and purchase intention for Gala and Ariel. For Gala there was a significant, positive relationship between ethnocentrism and purchase intention $F(1, 153)=17.52, p<0.001$, with an adjusted R^2 of 0.097, $\beta=0.32, p<0.01$. For Ariel there was also a significant, positive relationship between ethnocentrism and purchase intention $F(1, 153)=11.61, p<0.001$, with an adjusted R^2 of 0.064, $\beta=0.226, p<0.01$. For Tide there was no significant relationship between ethnocentrism and purchase intention. These findings show that ethnocentrism plays a role on Ukrainians' purchase intention for two of the three P&G laundry detergents. It is possible that for Ukrainian consumers with low ethnocentrism, purchase intention for products made in Ukraine is also low.

These findings are also supported by the qualitative data. Consumers were first asked a nominal question:

Do you try to avoid purchasing household cleaning products from certain countries?

with the option of saying “Yes” or “No.” Consumers that answered yes were directed to the following open-ended question:

If so, what countries? Please indicate in the space below.

For the open-ended portion of my survey, I coded the results according to the structural coding method (Saldaña, 2016). The structural coding method is conceptualized as “a content-based or conceptual phrase [coding] representing a topic of inquiry to a segment of data to both code and categorize the data corpus” (Saldaña, 2016, p.97). I operationalized this by establishing topics of inquiry such as COO and CSR. Then I separated the responses according to categories such as “price”, “quality”, “positive”, “negative”, etc. For valence, I coded using the emotion coding method. With emotion coding the researcher “label the emotions recalled and/or experienced by the participant, or inferred by the researcher about the participant” (Saldaña,

2016, p.125). For example, there were a number of participants that wrote that they felt “happy” or “saddened” in response to the CSR example material. Afterwards these results were back translated for accuracy and verified by another Russian speaker.

Ukrainian consumers across all three cohorts were generally not ethnocentric with most (76%) of the participants who answered this question, saying they did not avoid purchases from certain countries. The majority of both the youngest (80%) and oldest (80%) cohort marked that they did not avoid purchasing products from other countries. In comparison, 68% of participants in the middle cohort marked that they were not ethnocentric. However, the chi-square did not find statistically significant differences between the cohorts $\chi^2(4, N=154) = 4.47, p=0.35$.

For the minority of participants that did indicate that they avoid products from certain countries, the most common responses across all three age categories were Russia, Ukraine, and Asian countries. Some participants explicitly wrote out countries such as China while others simply said “Asian countries” and so these responses were grouped into one category for coding. It appears that members of the oldest cohort (9%) were most likely to avoid Russian products, in comparison to the middle cohort (7%), and the youngest cohort (6%). The avoidance of Russian products may be attributed to the ongoing war with Ukraine. In the additional comments section of the survey, a male participant from the youngest cohort (aged 21) wrote, “I remember when the supermarket Auchan had big red stickers on Russian produced products such as cheese.”

A possible explanation for the lack of ethnocentrism amongst Ukrainians may be their negative perception toward products made in Ukraine. The survey item, based on a five point Likert scale (1: strongly disagree; 5: strongly agree), testing this aspect of ethnocentrism stated: *Ukraine makes good cleaning products.*

Overall, Ukrainian consumers did not agree or disagree with this statement, showing a mean score just below the midpoint of 3.0 ($M=2.85$, $SD=0.85$). There were no statistically significant differences between the cohort responses for this item.

In addition to direct questions testing for COO, there was a space at the end of the survey where participants could leave additional comments or elaborate further on any of the survey questions. The comments left in this section were mainly related to the quality and production of P&G products. Although these comments cannot be generalized to the population at large, they provide further insight into participant responses related to the COO effects and CSR portion of my study. Furthermore, they support the aforementioned literature discussing the problem of counterfeit P&G products in Ukraine and the Soviet CSR culture present in factory towns.

For example, a 47-year-old male participant from the middle cohort said,

“I believe that detergent sold in Ukraine is made in underground factories [counterfeit]...There were two big household cleaning product factories in Ukraine. One in Pervomaiskyi and one in Kalush. The one in Pervomaiskyi closed but the one in Kalush is still open. Due to bribes it [Kalush] is on the verge of an environmental disaster. There is so much chemical contamination of the environment and water supply. Pervomaisk was built around the factory and now that the factory is gone the town is dying. The factory had good working conditions. Any cleaning products made in the factory were never sold...Employees constantly stole the products and resold them in places like the train station.”

The male participant’s nostalgia for Khimprom was echoed by a 37-year-old female participant from the middle cohort.

“When Khimprom worked we had better quality products. I think the P&G detergents made and sold in Ukraine are diluted. Basement production. Maybe employees steal some ingredients. I went to Germany and the quality of products is much better even for the same brand. When people personally bring products over from Poland versus the products bought here that say they are made in Poland the quality differs. I like P&G but I don’t believe we are getting authentic products. I would support products made in Ukraine if their production was properly monitored. I believe high up corporate does not understand what happens on the ground level of Ukrainian factories. I would like to support locally made Ukrainian products but they are currently awful. We have a lot of theft. More advertising more problems.”

Comparisons between the Ukrainian P&G branch and foreign P&G products were echoed by other participants. A 48-year-old female participant from the middle cohort said, “I believe that products in Ukraine are of worse quality than in Poland. Something happens in the production plants here.” Meanwhile, a 51-year-old male participant wrote,

“Ukraine's P&G is very different from Polish P&G. I worked at the P&G factory... I respect P&G, I just don’t respect the Ukrainian branch. P&G from Poland and Ukraine aren’t the same product. It's not right to advertise charity. The collapse Khimprom is a crime. It was a powerful factory and its downfall hurts. Khimprom quality went down because of internal theft. Now they steal the exact same way [at P&G].”

These quotes provide rich data about the COO effects in Ukraine. It appears that some participants from the middle cohort are skeptical of the quality of domestically produced goods. Furthermore, they believed that foreign goods are automatically of superior quality.

4.3.2 COO Perceptions

To address RQ2a; how do Ukrainian consumers perceive the COO of P&G laundry detergents sold in Ukraine, I conducted a frequency count. It appears that most Ukrainian consumers (61%) are aware that Gala is manufactured in Ukraine. Similarly, respondents (41%) marked that Tide is manufactured in Ukraine. Although several respondents (33%) were aware that Ariel is produced in Ukraine, “not sure” was marked as the second most popular option (23%).

To address RQ2b, do the three cohorts perceive the COO of P&G laundry differently, I conducted a frequency analysis. There were only significant cohort differences in responses for Ariel $X^2(6, N=154) = 17.58, p < 0.05$. The two most common Ariel COO responses selected by the youngest cohort were “America” (29%) and “Not Sure” (29%). It is possible that the youngest cohort is least aware of Ariel’s country of manufacture because many young adults in formerly Communist countries continue to live with their families until they are married (Lyman, 2017). Therefore, they may not necessarily be doing household chores such as purchasing and using cleaning supplies.

For the middle cohort, the majority of participants (43%) selected Ukraine as the COO. Most of the participants (42%) in the oldest cohort selected Ukraine as the COO as well. The majority of participants in all three cohorts marked that Tide is manufactured in Ukraine; youngest cohort (34%), middle cohort (48%), oldest cohort (45%). Similarly for Gala, the majority of participants in all three cohorts believed that Gala was manufactured in Ukraine; youngest cohort (52%), middle cohort (64%), and oldest cohort (72%).

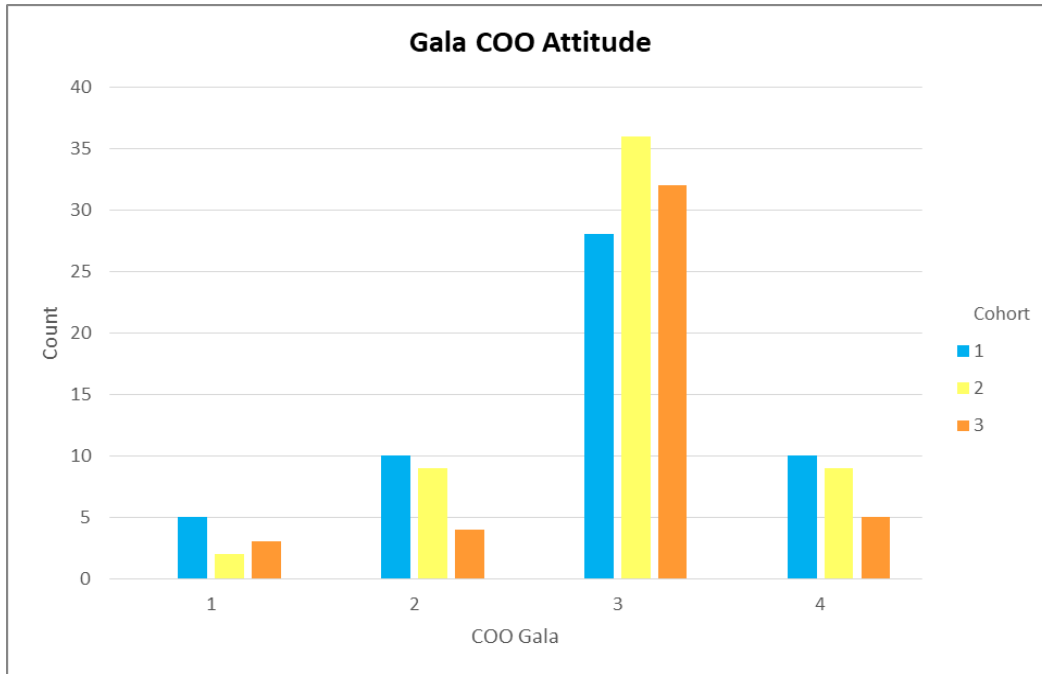


Figure 12: Gala COO responses by cohort

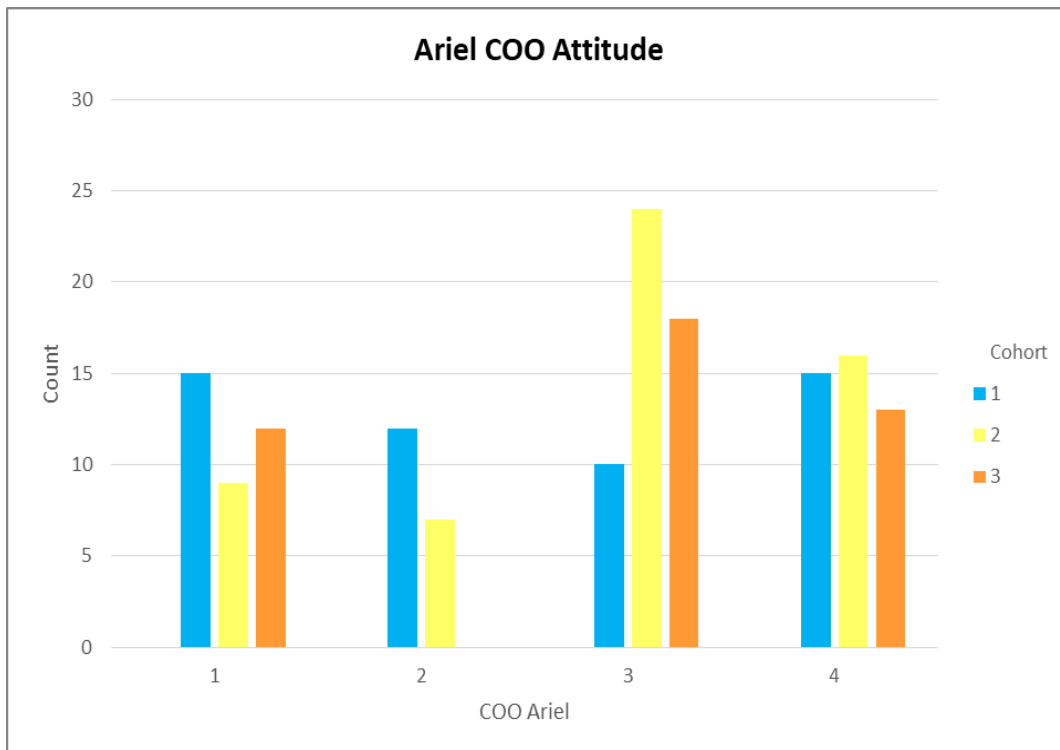


Figure 13: Ariel COO responses by cohort

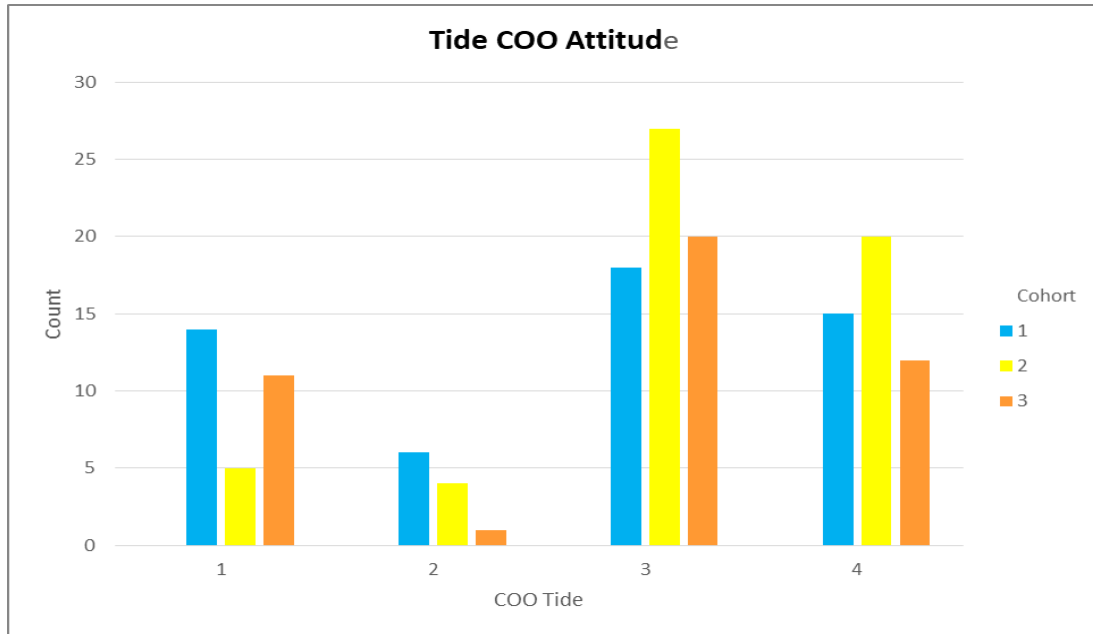


Figure 14: Tide COO responses by cohort

Additionally, I conducted a frequency count to assess how often Ukrainians look at the packaging to determine COO in general ($M= 3.12$, $SD= 1.25$). There were no significant cohort differences $X^2(4, N=154)=6.25$, $p=0.18$. Most participants either occasionally look (30%) or almost always look (24%) at the packaging to see where their products are made. Almost half of the participants (40%) agreed that place of manufacture is important information.

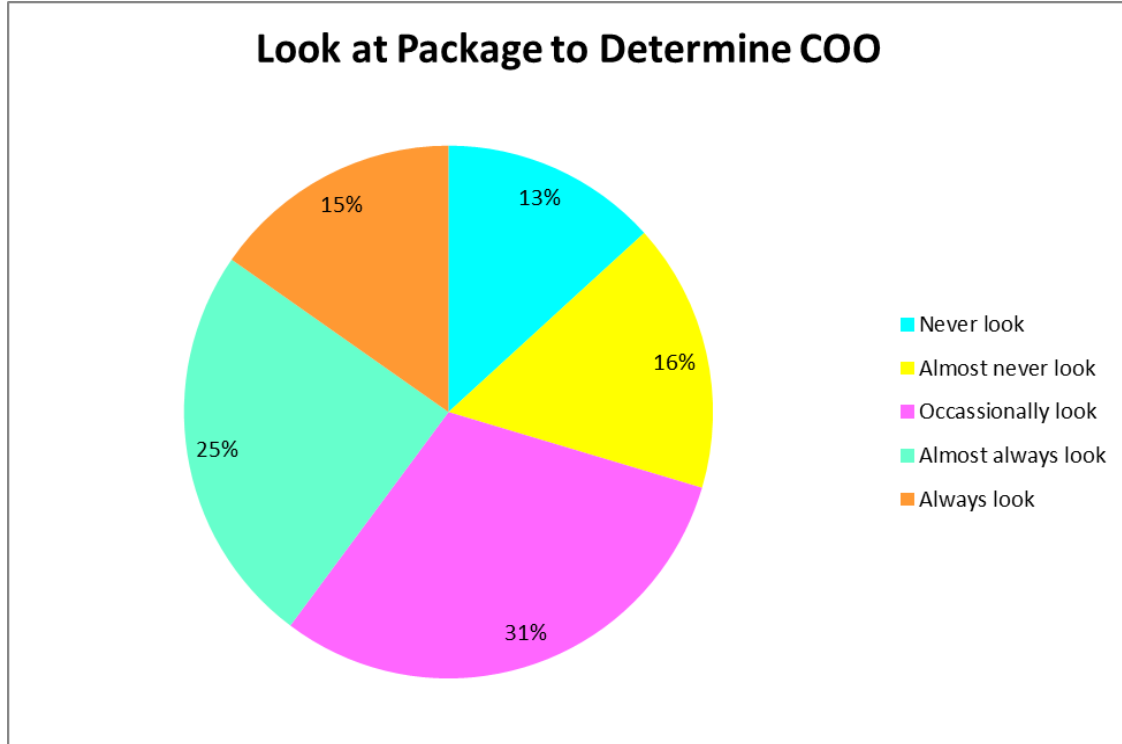


Figure 15: Looking at Package to Determine COO

The ANOVA was used to measure cohort differences in reported behavior (looking at the package to determine COO) $F(2,153)=3.36, p<0.05$. The post hoc LSD test showed that there are significant differences between the oldest and middle cohort ($MD= 0.58, p<0.05$). There also significant differences between the middle and youngest cohort ($MD=0.90, p<0.05$). Middle age consumers ($M=3.61, SD= 1.07$) are much more likely to look at the packaging to determine COO than the younger generation ($M=2.70, SD=1.21$) and the older generation ($M=3.02, SD=1.34$).

Table 6		
<i>Descriptive Statistics for Looking at Package to Determine COO</i>		
Cohort	Mean	Standard Deviation
Oldest Cohort	3.02	1.34
Middle Cohort	3.61	1.07
Youngest Cohort	2.70	1.21

In light of this data, it appears that Ukrainian consumers are aware and place importance on the COO of their products. Ukrainian consumers know that their P&G laundry detergents are produced domestically, even though they are branded by an American company and have English letters on the packaging. Figures 12, 13, and 14 feature examples of how COO is displayed on each of the laundry detergents. The COO is not easily visible. It is written in a very small font and is in no way accentuated to set it apart from the rest of the text on the packaging.



Figure 16: Gala packaging displaying COO. AT&T February 22, 2018

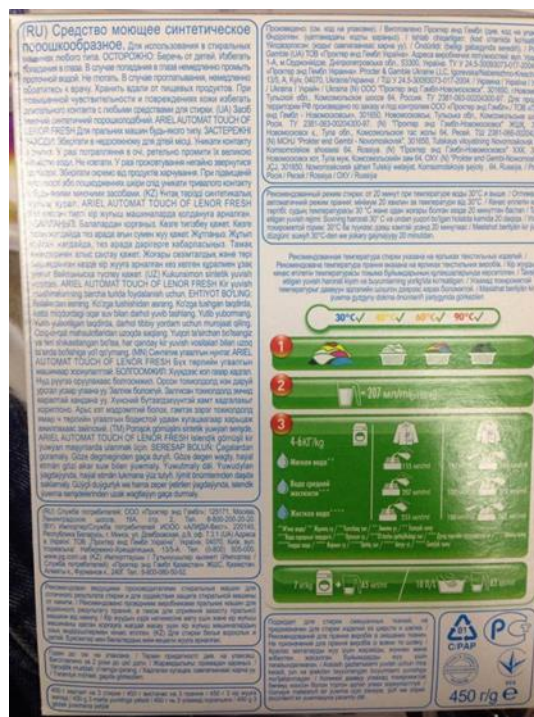


Figure 17: Ariel packaging displaying COO. AT&T June 28, 2018

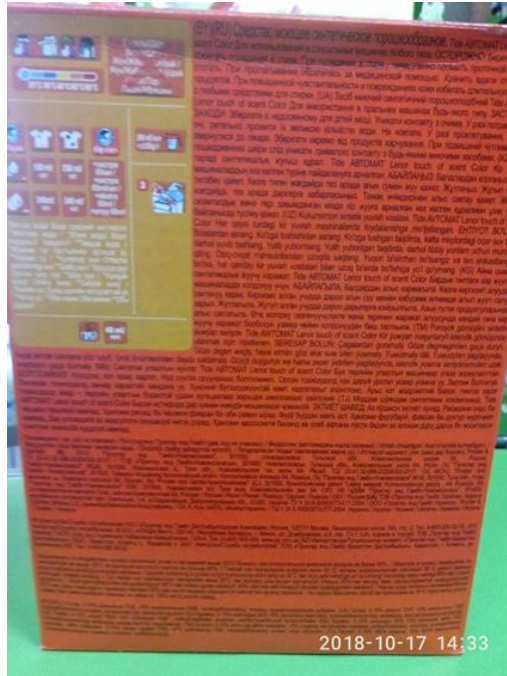


Figure 18: Tide packaging displaying COO. Pervomaiskyi convenience store, October 10, 2017

4.3.3 COO & Purchase Intention

To answer RQ3a, “does COO influence purchase intentions for P&G products”? I conducted linear regression analyses in order to see whether there was a relationship between P&G’s products’ COO and Ukrainian consumers’ purchase intention. The results were not statistically significant for any of the brands: Gala ($R^2=-0.002$), Tide ($R^2=0.004$), nor Ariel ($R^2=-0.003$). It appears that COO does not influence Ukrainian consumers’ purchase intention for P&G products.

To answer RQ3b, “do the three cohorts of Ukrainian consumers exhibit different purchase intentions for P&G products based on COO”? I conducted univariate analyses of variance (ANOVA) and to further explore the main effects and between-group differences, I ran post-hoc LSD test. There were no significant results for cohort differences in purchase intention based on COO for the items relating to Gala and Ariel, which were presented as being produced in Ukraine. However, there were generational differences for the purchase intentions for Tide,

which was presented as being produced in Ireland $F(2,153)=3.43, p=0.035$. The middle cohort had the highest purchase intention for Tide ($M=3.70, SD=0.97$). There were cohort differences in purchase intention between the middle cohort and the youngest cohort ($MD= 0.38, p=0.042$), and between the middle cohort and the oldest cohort ($MD=0.47, p=0.018$). It is possible that the middle cohort had the highest purchase intention because they have the greatest purchasing power in Ukrainian society. Both Tide and Ariel are about the same price (171,72 UAH, \$6.16 USD; 174,80 UAH, \$6.27 USD), while Gala is the cheapest laundry (115,58 UAH, \$4.14 USD) detergent out of the three options.

Table 7		
<i>Descriptive Statistics for P&G COO Purchase Intention Gala</i>		
Cohort	Mean	Standard Deviation
Oldest Cohort	3.48	1.07
Middle Cohort	3.13	1.10
Youngest Cohort	3.28	1.09

Table 8		
<i>Descriptive Statistics for P&G COO Purchase Intention Ariel</i>		
Cohort	Mean	Standard Deviation
Oldest Cohort	3.32	0.93
Middle Cohort	3.41	1.02
Youngest Cohort	3.24	1.03

Table 9		
<i>Descriptive Statistics for P&G COO Purchase Intention Tide</i>		
Cohort	Mean	Standard Deviation
Oldest Cohort	3.23	0.91
Middle Cohort	3.70	0.97
Youngest Cohort	3.31	1.03

Although this study did not directly test whether there is a relationship between the attitudes and COO, a regression analysis was conducted to see whether attitude toward the product (i.e. Ariel and Gala) would influence purchase intention based on COO. For this

regression, only the attitudes of participants that marked that Gala and Ariel were made in Ukraine for the COO perception item. The COO perception item of the survey (when translated into English) asked participants:

If you had to guess, where do you think Ariel is manufactured?

If you had to guess, where do you think Gala is manufactured?

This was done under the premise that the consumers' knowledge that Gala and Ariel were made in Ukraine would be factored into their overall attitude toward the product. Tide was not featured in this analysis because the COO was altered.

For Ariel and Gala, the survey items, based on a five point Likert scale (with 5 indicating the most favorable attitude) used to measure attitude toward were:

My opinion of Gala is...

My opinion of Ariel is...

Later in the survey, the survey items based on a five point Likert scale (with 5 indicating the most likely to purchase), used to measure purchase intention were:

How likely would you be to purchase Ariel knowing that it was made in Ukraine?

How likely would you be to purchase Gala knowing that it was made in Ukraine?

Upon conducting a regression analysis for Ariel, a significant relationship was found between purchase intention (dependent variable) and attitude (independent variable) with $F(1, 153) = 11.895, p < 0.001$, with an adjusted R^2 of 0.066. For Gala, a significant relationship was found between purchase intention (independent variable) and attitude (dependent variable) with $F(1, 153) = 10.667, p < 0.001$, with an adjusted R^2 of 0.059. These findings are not indicative of a direct relationship between attitude for a product based on COO and purchase intention.

However, they do shed some light onto whether there might be a potential relationship between COO, attitude toward the product, and purchase intention.

4.4 Corporate Social Responsibility

In addition to COO items, the survey included both open-ended and multiple-choice questions to assess the following CSR -related research questions:

Table 10

CSR Research Questions

RQ4a: How do Ukrainian consumers perceive CSR efforts in general in Ukraine?

RQ4b: Do the three cohorts of Ukrainian consumers differ in their perceptions of CSR in general?

RQ4c: How do Ukrainian consumers perceive P&G's CSR efforts in Ukraine?

RQ4d: Do the three cohorts of Ukrainian consumers differ in their perceptions of P&G's CSR?

RQ5a: To what extent does CSR in general influence purchase intentions?

RQ5b: Do the three cohorts of Ukrainian consumers differ in their purchase intention based on CSR?

RQ5c: To what extent does P&G's CSR influence purchase intentions for P&G products?

RQ5d: Do the three cohorts of Ukrainian consumers differ in their purchase intention of P&G products based on P&G's CSR?

4.4.1 CSR Attitude in General

To answer RQ4a and RQ4b, I conducted univariate analyses of variance (ANOVA) and to further explore the differences across groups, I ran post-hoc LSD tests. The items used to answer this measure on a five-point Likert-scale (with 5 indicating greatest liking and higher trust) were:

In general, do you like or dislike the idea of corporate social responsibility (charitable actions of a corporation)?

In general, I feel that I can trust corporate social responsibility (charitable actions of a corporation)?

In general, it appears that Ukrainian consumers had a skew toward positive attitudes toward CSR close to the midpoint of three ($M=3.70$; $SD=0.89$, Cronbach's $\alpha=0.66$). However, they were less trusting of it ($M=3.21$; $SD=0.95$). Upon examining the post-hoc results, there were no significant cohort differences in Ukrainian consumers' perception of CSR in general. A possible explanation of these results may be that Ukrainians like the general idea behind CSR, a corporation voluntarily contributing to society in a manner beyond making profit. However, they do not trust that the CSR is being administered in the way the company portrays it.

Table 11		
<i>Descriptive Statistics for Attitude toward CSR in General</i>		
Cohort	Mean	Standard Deviation
Oldest Cohort	3.42	0.88
Middle Cohort	3.29	0.74
Youngest Cohort	3.55	0.83

To answer RQ4c and RQ4d, relating to Ukrainian consumer perceptions of P&G's CSR, I conducted univariate analyses of variance (ANOVA) and then I ran post-hoc LSD tests. Overall, it appears that Ukrainians had a slight skew toward positive attitudes toward P&G's CSR with a midpoint of three ($M=3.52$, $SD=0.63$). Upon examining the post hoc LSD test results, there appear to be significant cohort differences in how Ukrainian consumers perceive P&G's CSR efforts in Ukraine $F(2,153)=2.33$, $p<0.05$. The youngest cohort had the most positive attitudes out of the three cohorts ($M=3.65$; $SD=0.63$) and the oldest cohort had the most negative attitudes ($M=3.38$, $SD=0.66$). It is possible that this difference in attitude is a result of

the consumer socialization older Ukrainians received under communism and the consumer socialization younger Ukrainians received under capitalism.

Table 12		
<i>Descriptive Statistics of Perceptions of P&G CSR</i>		
Cohort	Mean	Standard Deviation
Oldest Cohort	M=3.38	0.66
Middle Cohort	M= 3.50	0.59
Youngest Cohort	M= 3.65	0.63

In addition to quantitative measures for attitudes, the survey had an open-ended portion featuring an example of an existing CSR effort in the form of a Facebook post from P&G's official account and a news story from the Kyiv Post. After being exposed to the CSR example, participants were asked:

Please list all the thoughts and feelings that went through your head after learning this information about Proctor & Gamble's charity contributions in Ukraine.

Unfortunately, 24 participants (16%) left this portion of the survey blank. There were 10 non-respondents from the youngest cohort, 10 non-respondents from the middle cohort, and four non-respondents from the oldest cohort. Of the participants that did reply, most of the replies were positive (47%), some were skeptical/ negative (20%), and some comments were miscellaneous (32%). For a more complete view of open ended responses see Appendix F.

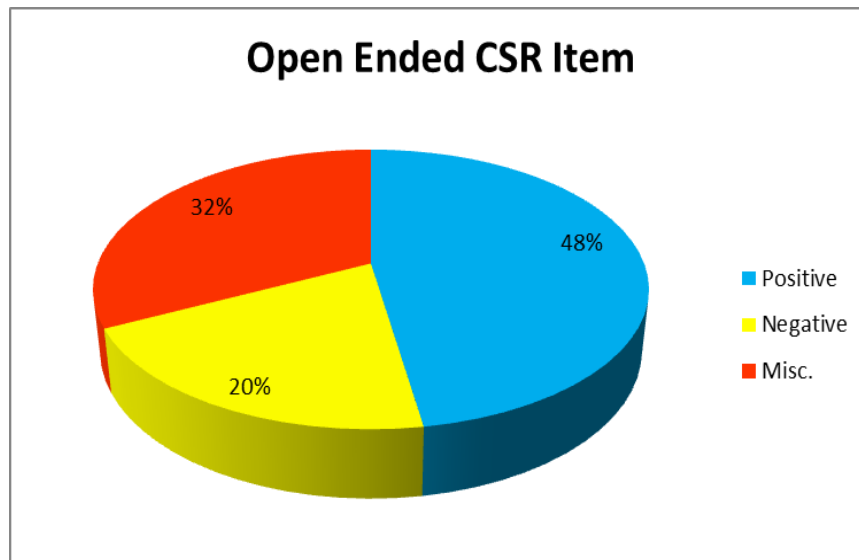


Figure 19: Open Ended CSR Item

An example of a miscellaneous reply was given by a 22-year-old female participant from the youngest cohort who said,

“I am from Donetsk and I remember when this actually happened. The story is not entirely true. They did not bring donated products into Donetsk. They had a drop off zone pre-ATO [war-zone] territory where people could come and pick this stuff up.”

It appears that there is a slight difference in the amount of skepticism and positive replies provided by the three cohorts. The oldest cohort had eight (18%) skeptical respondents as opposed to the middle cohort’s thirteen (23%), and the youngest cohort’s ten participants (19%).

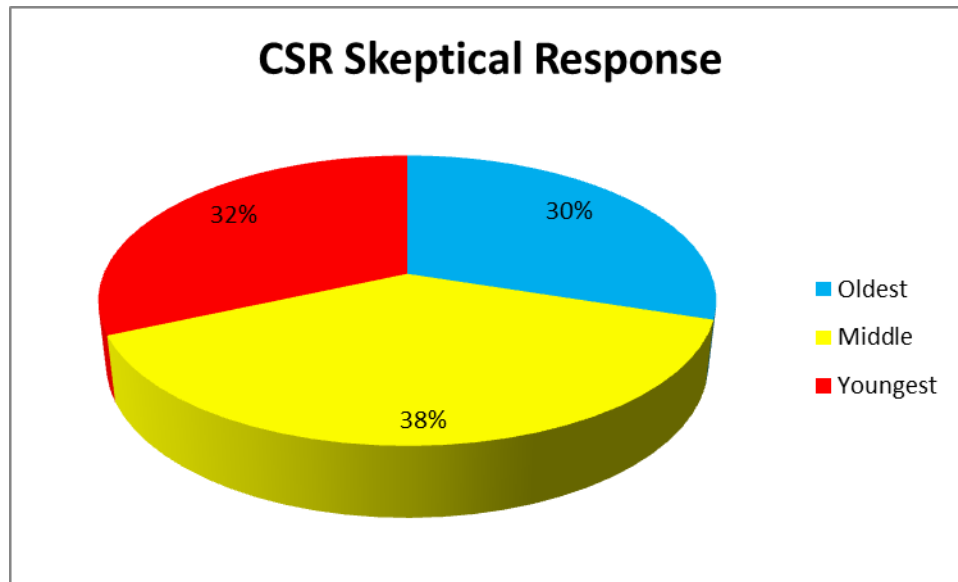


Figure 20: CSR Skeptical Responses by Cohort

Therefore, based on this question it appears that the middle age cohort that grew up during the end of the Soviet regime was most skeptical of CSR. Of the skeptical responses recorded, some were directed at P&G and CSR at large. These responses included phrases such as “P.R” and an acknowledgement that P&G gets a tax exemption for their CSR efforts. Other responses were directed at the Ukrainian government. A 37-year-old female participant wrote

“I believe that in America this is possible. In Ukraine I don’t believe this aid actually reaches the people in need. It gets stolen beforehand. Help either needs to be more directed or monitored. The chiefs of the Ukrainian branch just give this out to their cronies.”

Meanwhile, a 41-year-old female participant said, “I support charity but only if it goes to those in need not into the pockets of government deputies.” Their views were supported by another male 65-year-old male participant who said. “I don’t believe any of this. I work as the head of a local

farming corporation. I understand how this system works and who needs to give who what bribes.”

In both the oldest and middle cohorts the majority of participants reacted positively (50%) upon seeing the CSR example. The youngest generation had slightly fewer positive responses with only 23 participants (44%), reacting in such a way. Similarly, positive responses ranged from specific comments about the political and economic situation in Ukraine to general comments about P&G.

In light of the quantitative and qualitative responses to assess attitudes toward P&G’s CSR, it can be inferred that Ukrainian consumers overall have a generally neutral to positive attitude toward P&G’s CSR activities in Ukraine. The youngest cohort had the highest average attitude and they had the least amount of negative responses in the open-response section. Meanwhile, the middle cohort had the most negative attitude in the free response section. Yet, the quantitative analysis showed that their attitude toward P&G’s CSR was intermediate between the two cohorts; it was more positive than the oldest cohort’s but more negative than the youngest cohort’s. The oldest cohort had more negative free responses than the youngest cohort and they had the lowest attitude toward P&G’s CSR. Taking into account the aforementioned data, it may be reasonable to infer that the youngest generation has the most positive attitude toward P&G’s CSR activities due to their consumer socialization under capitalism. Meanwhile, it could be the case that the oldest and middle cohorts have less positive attitudes due to their socialization under communism.

4.4.2 CSR & Purchase Intention

To answer RQ5a, I conducted a linear regression analysis to predict whether purchase intention in general was influenced by CSR in general. A significant relationship was found with

$F(1, 153)= 39.897, p<0.05$, with an adjusted R^2 of 0.202. These findings indicate that CSR in general has a strong influence on purchase intention in general for Ukrainian consumers. To answer RQ5b, I conducted univariate analyses of variance (ANOVA) and to further explore the main effects I ran a post hoc LSD test. There are significant differences in purchase intention between the youngest cohort and the other two cohorts $F(2,153)=4.06, p<0.05$. It appears that the youngest cohort has the highest purchase intention in general for CSR in general ($M=3.87, SD=0.83$) in comparison to the middle cohort ($M= 3.48, SD=0.83$) and the oldest cohort ($M=3.45, SD= 0.85$). Further post-hoc analysis shows that there are differences between the youngest and oldest cohorts ($MD=0.42, p<0.05$) and the middle and youngest cohorts ($MD=0.39, p<0.05$). Although linear regression does not prove causality, given the previous CSR and purchase intention literature and the strong relationship between CSR and purchase intention in my analysis, it is possible that the youngest cohort has the greatest CSR based purchase intention because they were socialized under capitalism.

Table 13		
<i>Descriptive Statistics of CSR Purchase Intention in General</i>		
Cohort	Mean	Standard Deviation
Oldest Cohort	3.42	0.88
Middle Cohort	3.39	0.74
Youngest Cohort	3.55	0.83

To answer RQ5c, I conducted a linear regression analysis to predict whether P&G's CSR initiatives influenced purchase intention for their products. The survey item used to test for this was:

How likely would you be to purchase other P&G products knowing that P&G engages in CSR?

For P&G products in general, purchase intention based on P&G CSR, a significant relationship was found with $F(1, 153)= 19.734, p<0.05$, with an adjusted R^2 of 0.109. These

findings indicate that P&G CSR has a moderate influence on purchase intention for P&G products in general.

Next, results were examined by product brand purchase intention. For Ariel purchase intention based on P&G CSR, a significant relationship was found with $F(1, 153) = 22.437$, $p < 0.05$, with an adjusted R^2 of 0.122. These findings indicate that P&G CSR efforts have a moderate influence on the purchase intention for Ariel. For Gala purchase intention based on P&G CSR, a significant relationship was found with $F(1, 153) = 6.901$, $p < 0.05$, with an adjusted R^2 of 0.037. Although linear regression does not imply causation, these findings suggest that there is significantly positive relationship between P&G CSR efforts and purchase intention for Gala. For Tide purchase intention based on P&G CSR, a significant relationship was found with $F(1, 153) = 15.586$, $p < 0.05$, with an adjusted R^2 of 0.087. These findings indicate that P&G CSR efforts have a moderate influence on the purchase intention for Tide. Out of the three laundry detergents, Ariel had the strongest CSR-based purchase intention relationship. It is possible that the purchase intention was highest for Ariel because it was the most popular laundry detergent amongst participants, not because of P&G's CSR efforts. Tide had the second highest purchase intention.

To answer RQ5d, I conducted univariate analyses of variance (ANOVA). Overall, the mean for purchase intention for P&G products based on P&G's CSR ($M = 3.50$, $SD = 1.02$) was lower than the mean for purchase intention based on CSR in general ($M = 3.61$, $SD = 0.85$). The item used to measure CSR purchase intention in general was:

I would prefer to buy from a retailer engaged in CSR activities.

The items used to measure CSR purchase intention for P&G products were:

How likely would you be to purchase Ariel knowing that P&G engages in CSR?

How likely would you be to purchase Gala knowing that P&G engages in CSR?

How likely would you be to purchase Tide knowing that P&G engages in CSR?

How likely would you be to purchase other P&G products knowing that P&G engages in CSR?

There were no significant differences between the cohorts' purchase intentions for P&G products based on P&G's CSR.

Table 14
Descriptive Statistics of Purchase Intention for P&G CSR

Cohort	Mean	Standard Deviation
Oldest Cohort	3.50	0.89
Middle Cohort	3.39	1.07
Youngest Cohort	3.32	0.95

4.5 Soviet Union Nostalgia

The last open-ended item in the questionnaire asked respondents

If you were born before 1990, do you remember when foreign cleaning products entered the market? How did you feel?

This question did not permit responses from most of the participants in the youngest cohort since they were not born before 1990. Of the 84 responses received, the comments varied with three responses being negative (3%) and the rest being positive or miscellaneous. An example of a positive response was given by a 72-year-old woman who said, "I was happy not to use the crappy detergent, Lotus, that didn't wash anything." Another 71-year-old female said, "It was impossible to buy foreign products when they first appeared on the market due to high demand." There were very few negative responses, but an 80-year-old female participant wrote "disrespect to local producers and a deep rooted belief that imported products are always better." In addition to the clear-cut positive and negative responses, there were several anecdotal stories. A 70-year old female participant reminisced saying, "I remember when Khimprom first got Polish shampoo

and body spray. Everyone was so excited that the supplies were gone in two hours. Then someone started a rumor that the shampoo gave everyone lice.” The culture of factory employee theft was affirmed by a 67 year old female, saying “After the collapse of the USSR I had such a big supply of [stolen] laundry detergent from Khimprom that I didn’t buy foreign detergent for 20 years. I bought laundry detergent for the first time five years ago.” As a whole, these responses showed that the memories of market transitions were still quite strong, particularly among the oldest cohort. These individuals recalled that there was a great demand for foreign products once they entered the Ukrainian market. Many of the participants’ memories involved the Khimprom factory that previously produced much of the laundry detergent sold in the former USSR. In addition, it appears that the majority of the Ukrainian participants surveyed welcomed the transition from communism to capitalism, at least on this open-ended query. These responses confirm the findings of the Gineikiene & Diamantopoulos 2017 study, which concluded that the Soviet Union still exudes influence over consumers to this day. The memories of the Soviet Union are polarizing. At times they are funny, such as the anecdote of the lice rumor and stockpile of stolen detergent. However, they serve as a reminder of the shortage and poor quality of consumer goods available as seen with the “crappy” Lotus detergent.

CHAPTER 5: DISCUSSION

Ukraine is a unique advertising environment to study due to its transitional economy and political strife. The diversity and the amount of products offered on the Ukrainian market is vastly different today than they were before the collapse of the USSR in 1991. In light of these changes, advertising strategy, consumer socialization, and buying habits have shifted in Ukraine. Despite the uniqueness of this environment, there has been limited research on consumers or advertising response in Ukraine, and much of the research conducted on consumers in Eastern Europe at large is dated (e.g. Durvasula et. al, 1993; Ettenson, 1993; Hanson, 1974; Sangwan & Golovkina, 1999; Shama, 1992; Grow von Dorn, Akimova, 1998). In addition, given that products offered in this market are produced both within and outside of the country borders, it is surprising that there has been even less research conducted on COO effects and CSR in Ukraine. Therefore, this exploratory study aimed to amplify knowledge in these fields. The primary goal of this study was to test Ukrainian consumer attitudes toward COO and CSR. The secondary goal of this study was to see whether different generations of Ukrainian consumers held contrasting attitudes toward COO and CSR. The ultimate goal of this study was to investigate Ukrainian consumers' attitudes toward COO, level of ethnocentrism, and attitude toward CSR and how these related to purchase intentions. Procter & Gamble was selected as the case for this study due to their large advertising presence in Ukraine and the omnipresence of their products (P&G 20th Anniversary in Ukraine, 2017).

The findings showed that Ukrainian consumers are not ethnocentric, they scored slightly below the midpoint of three ($M = 2.87$). For the qualitative results, the prevailing opinion amongst participants was that products produced in Ukraine ("country of manufacture"),

including American-branded P&G products were of poor quality. Furthermore, some participants believed that goods produced abroad in countries such as Germany and Poland are of superior quality. The results showed a significantly positive relationship between ethnocentrism and purchase intention for Gala and Ariel. It is possible consumers that are not ethnocentric have low purchase intention for products made in Ukraine. This finding is in line with previous literature, which states that non-ethnocentric consumers prefer to buy products from developed countries (Wegapitiya & Dissanayake, 2018). Additionally, the Johnson et. al. 2016 study found that even if the product has a positive country of branding image, having a developing country of manufacture will lead to lower product evaluation. Ukrainians' general lack of ethnocentrism affirms the Kipnis et. al 2012 study, which found that Russian consumers are not ethnocentric and generally prefer foreign made goods from countries such as Germany. It appears that Ukrainian and Russian consumers have similar attitudes when it comes to foreign products. Previous studies have noted that country image influences COO effects for products of that country, and ultimately the purchase intention of products from that country (Ham et. al, 2012).

Although this study did not directly test the attitude toward Ukraine, it is possible that consumers' perception that Ukrainian products are of poor quality led to decreased purchase intention for P&G products manufactured in Ukraine. This reflects Jung & Seock's 2016 findings that perceived quality has a negative influence on purchase intention. The qualitative data voicing participants' concerns over Ukrainian P&G's production facilities reflects Jung & Seock's 2016 findings that negative information about a corporation decreases purchase intention and attitude toward the brand.

Participants reported that they occasionally or frequently looked at product packaging to determine country of manufacture. Furthermore, the majority of participants said that COO is

important to them, especially those consumers in the middle cohort. In light of this information it is not surprising that the majority of participants were aware that their laundry detergents had local COO. However, there was no relationship between P&G products' COO and consumers' purchase intention, according to the quantitative analyses. The implications of these findings are somewhat paradoxical. Previous literature has found that consumers generally buy more domestic low involvement products, regardless of whether they are ethnocentric or not (Balabanis & Siamagka, 2017). Ukrainians do not like domestically produced goods, including P&G products, yet they continue to buy Ukrainian-produced goods regardless. A possible explanation for this may be the lack of accessibly priced, foreign-produced, laundry detergents. This may cause consumers to buy a product even if they do not necessarily like it.

The data showed that Ukrainian consumers have a generally positive attitude toward CSR “in general” regardless of cohort. However, their attitude toward P&G’s CSR example in this study was less positive. The youngest cohort had the most positive attitude toward P&G’s CSR and the oldest cohort had the least positive attitude. The open-ended portion of the survey showed that the middle cohort had more negative responses than the other two cohorts. The nature of these responses showed that those consumers in the middle cohort were skeptical as to whether or not this CSR is being executed in the manner the media depicts it in, and what is the true intent behind this CSR.

It is possible that the youngest cohort had the most positive attitude toward CSR because they were born after Ukraine’s transition to capitalism and were socialized differently as consumers. A CSR-oriented study on millennials conducted in America found that millennials have a positive attitude toward CSR (Anderson et. al., 2016). More specifically to Ukraine, these findings support the Kipnis et. al 2012 study’s findings that Ukrainian consumers have a more

positive attitude toward brands that support societal well-being. These findings do not reflect the Furrer et. al 2010 study, which showed that there is no difference in CSR perception between the middle and youngest cohort. It is possible that the results do not complement each other because my study and the Furrer et. al study divided age cohorts according to different methodology.

As with the difference in attitude toward CSR in general versus P&G's CSR, there was a difference with purchase intention for the two constructs. There was a moderate relationship between CSR in general and purchase intention. Meanwhile, there was a weak relationship between P&G CSR and purchase intention of specific P&G products (Ariel, Gala, Tide) and P&G products in general. The youngest generation had the highest purchase intention for CSR in general. This reflects the Anderson et. al.'s 2016 study that millennials exhibit higher purchase intention for CSR products. However, there was no generational difference for purchase intention for P&G products based on P&G's CSR efforts.

It is possible that Ukrainian consumers have a positive attitude toward the concept of CSR, which then leads to higher purchase intention for products produced by companies that engage in CSR. However, when that concept is applied to a real-life example such as P&G, preconceived attitudes about the brand and existing purchase habits may influence attitude and the resulting purchase intention. It is also possible that the younger cohort has a more positive attitude toward P&G CSR and higher purchase intention for CSR in general due to their socialization under capitalism rather than communism. These findings support the Arli & Lasmono 2010 study, which concluded that consumers in developing countries are more concerned with product qualities, such as price, rather than ethical contributions, such as CSR. My data also echo the findings of the Mahmood & Humphrey 2013 and Furrer et. al 2010

studies, which concluded that consumers in transitional economies are more concerned with organizations CSR's economic contributions than environment or human rights.

The additional open-ended question addressing Soviet Union nostalgia found that older participants remembered the advent of foreign brands on the Ukrainian market very well. Most of the emotions relating to this market-shift were positive. Many consumers remember the Khimprom factory during the Soviet Union, which supports the findings of Holaka et. al's 2007 and Gineikiene & Diamantopoulos 2017 studies that Soviet Union nostalgia is still present and influences at least the older consumers in modern society.

5.1 Managerial Implications

The findings of this study are useful for the advertising industry because they allow multi-national companies such as P&G to assess the efficacy of the advertising or marketing strategy in Ukraine. Better-informed, age-targeted CSR efforts may allow corporations to invest their resources more strategically and effectively in the future, thus leading to a greater impact. Given that the youngest cohort has the most positive attitude toward P&G's CSR and the highest purchase intention in general for CSR in general (i.e., these relationships were found even without reference to the P&G case), it may be beneficial for P&G to place their CSR advertisements in media platforms most used by this age group, such as Instagram or Facebook. Increasing the youngest cohort's awareness of their CSR efforts may lead to greater purchase of P&G products by this group. Awareness of generational effects on COO perceptions in Ukraine may allow corporations to tailor advertisements more effectively to target age groups. It appears that the middle cohort reports looking at the package to determine COO the most out of the three cohorts. However, the middle cohort, along with the other two cohorts, believed that the quality of Ukrainian products is inferior to the quality of products produced elsewhere. Therefore,

accentuating Ukrainian COO on the package or in other forms of advertising may not be advantageous to selling the product. However, since the analyses show that there is no significant relationship between COO and purchase intention for neither Tide, Gala, nor Ariel, whether the COO is visible on the packaging or not may not be significant for purchase behavior.

These cohort differences demonstrate that the influences of the USSR and a transitional economy still influence consumer perceptions to this day. Furthermore, these findings can be applied to other multi-national consumer goods companies with a strong presence in Ukraine such as Unilever or Johnson & Johnson and Coca-Cola. The results show that P&G may have an image problem in Ukraine. Ukrainian consumers do not consider P&G products produced in Ukraine to be of good quality. It is possible that the prevalence of counterfeit P&G products may contribute to a negative image of P&G products in Ukraine. Furthermore, they think there are problems with the production of these goods. Although Ukrainians are receptive to P&G's CSR, and there is a relationship with purchase intention for P&G products, the mean for purchase intention for Procter & Gamble's CSR activities ($M=3.50$) in Ukraine is slightly lower than the mean for CSR purchase intention in general ($M=3.61$). Therefore, it may be useful for the company to re-evaluate what type of CSR activities they engage in and how they disseminate that information.

5.2 Contributions to CSR & COO Literature

The present study has increased and updated the amount of literature available on CSR and COO in Ukraine. The majority of CSR literature focuses on Western consumers and there have been limited studies across age cohorts (Dahlsrud, 2008). There have been very limited studies on CSR in transitional economies, mainly conducted in EU countries or in Kazakhstan. The results of this study affirm previous studies; consumers in most transitional economies place

importance on the financial costs and benefits of CSR before the ethical. Although the majority of participants had a positive attitude toward CSR, there was portion of participants that were skeptical of P&G's motives.

The results of this study affirm previous findings that consumers in transitional economies still hold Western products in higher esteem than local brands (Penz & Stöttinger, 2008; Strizhakova et al, 2008). More specifically, the findings of this study indicate that Ukrainian consumers have similar attitudes toward their own country's COO as their Russian counterparts (Ettenson, 1993).

5.3 Study Limitations and Future Research

Given the complicated nature of the current political situation in Ukraine, such as the ongoing military conflict with Russia and recently passed legislation restricting freedom of speech and press, there are quite a few limitations for this study (World Report 2018, 2018). The first and foremost is that despite being born in and knowing members in the local community, in the eyes of the participants I am likely to be considered "an American researcher." Therefore, I needed to rely on friends and family members to help recruit participants for my study. Although I have contacts in these communities, the current political climate in Ukraine and my role as an American researcher may have caused participants to distrust the study.

In addition to the physical war with Ukraine, there is also an information war (McIntosh, 2015). In light of the rampant false news and hacking affecting Ukraine right now, participants may be suspicious of any community outsider and their motives for conducting this study. Therefore, this study conducted by an American related to Ukrainian national identity in close proximity to the warfront may have been seen as suspicious. Additionally, the connotations of being an American researcher may have provoked response bias in the participants. This survey

may have been perceived in a negative light because the main focus is an American company and some of the questions touch on patriotic themes. Furthermore, the delicate nature of the political situation limited what questions regarding ethnocentrism I was able to ask without offending or angering my participants.

Due to the limitations on what I could ask my participants without infringing on their sense of trust and security, I was unable to explore concepts such as attitude toward country of origin (Ukraine) and attitudes toward communism and capitalism. Given the current political and military climate in Ukraine, asking participants about their attitude toward Ukraine may have provoked discomfort and distrust (Ukraine backs martial law, 2018). If I had been able to probe the topic of attitude toward Ukraine more, it is possible that I would have had sufficient data to make stronger connections between place of manufacture, country of origin effects, and purchase intention of different product brands such as the Ham et. al, 2012 study. Additionally, I could have examined whether country image influences attitude toward CSR in that country such as the Ham & Kim, 2017 study.

In an effort to distance itself from its USSR past, Ukraine has made communist symbols illegal and has criminalized communist activities (Shevchenko, 2015). In light of this tense atmosphere, asking participants about their attitude toward communism may be interpreted as suspicious or threatening. Unfortunately, being unable to probe consumers about their attitudes toward communism and capitalism limits the conclusions I was able to draw about the influences of consumer socialization and the cohort differences in my analyses.

Difficulties with conducting social science research in Ukraine are not uncommon. The Kipnis et. al. 2012 study was forced to change their methodology from focus groups to in-depth

interviews for Ukrainian participants because they did not trust and were unwilling to partake in the study in a group setting.

Although the study contained participants from varying socio-economic backgrounds, education levels, and ages, it is not a random sample. Therefore, its generalizability is limited. Given the aforementioned political and cultural divides between Eastern and Western Ukraine, and in light of the fact that my study was conducted in Eastern Ukraine, the results may not be representative of the entire country.

The differences in responses between the three cohorts cannot be directly attributed to the influences of communism and capitalism. It is possible that persuasion knowledge—defined as consumers gaining knowledge about persuasion and using that knowledge to “cope” with the “agents” targeting them— as a result of an increase in technology presence influenced the differences in response between the three cohorts (Friestad & Wright, 1994; Verhellen et al, 2014). This means that although there are differences in responses between the three cohorts, it cannot be ruled out that they are caused by other factors, such as persuasion knowledge rather than generational differences in consumer socialization due to a transitional economy. Future research may bridge this gap and measure potential differences in persuasion knowledge and consumer socialization across age/ cohort in transitioning economies.

A potential limitation for data collected from participants living in the Pervomaiskyi (Первомайський) location is the Khimprom (Химпром) chemical factory that was active in the town from 1968 until 1997. The factory was the main source of employment for Pervomaiskyi area and its closure has led to severe financial hardships for the region. During its peak of production in the 1970s and 1980s, the factory produced many chemical goods such as household cleaners, and most relevant for our study, laundry detergent (Bobok, n.d.). The

factory's history may have influenced participant responses, as seen in the qualitative analysis. This is problematic because these responses in turn may not be representative of Ukrainians who did not live in close proximity to a factory producing household cleaning products.

Another potential limitation of my study is that I selected a low involvement product category. Although P&G is one of the largest advertisers in Ukraine, and the study participants had high brand familiarity, laundry detergent is a low involvement category. Therefore, it is possible that the participants may have held stronger attitude toward COO and CSR if these concepts were framed with a higher involvement product such as a car. A possible future area of research would be to replicate this study using a higher involvement product category.

For my future research, I would be interested in continuing to study advertising in Ukraine because of the gap in literature. I would like to build on this study and continue to examine international corporations operating in Ukraine, such as Unilever and Volkswagen and their advertising techniques. I would conduct these studies using a similar mixed-method approach. Given the surprising finding that Ukrainian consumers do not trust Ukrainian production facilities, I would also be interested in interviewing Ukrainian corporate management for these companies. I would be interested in seeing what attitudes they hold toward the products they produce and learning more about Ukrainian corporate culture norms. Additionally, due to the lack of relationship between COO and purchase intention of specific products combined with the rich qualitative data on consumer perceptions of Ukrainian COO product quality, I would like to continue investigating how COO influences Ukrainian consumers' purchase intentions for various goods. Due to the continuing military crisis with Russia, I predict that CSR in Ukraine will be a growing industry and I would like to continue investigating its development.

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Appendix A: CSR in a Former Soviet Country

A portion of Baisakalova's 2012 survey (see p.78) addressing CSR in Kazakhstan was adapted for my survey. Participants will respond to the modified questions on a five point Likert scale with the options ranging from *strongly disagree* to *strongly agree*. The original question used by Baisakalova is listed below.

1. Answering the question "Which of the following statements do you agree with?"
 - State can involve business to solve important problems of society or regions.
 - CSR gives a company a distinctive position in the market
 - Entrepreneurs should broadly inform society about their involvement in social programs and create their positive image
 - All private companies and entrepreneurs should be socially responsible independently of their profit levels

The questions in my survey (when translated into English) are:

1. P&G contributes something to society.
2. P&G has a social responsibility beyond making profits
3. P&G's charitable actions are appropriate for their company image.
4. Corporate charity gives P&G a market advantage.
5. Ukraine should involve P&G to solve important social and economic problems.
6. P&G should advertise their development of humanitarian aid in Ukraine to help their image.

Appendix B: COO Effects and Bi-National Products

A portion of Yang et al's 2017 survey (see p.210) examining COO effects for foreign dairy products was modified for my survey. Yang et al's questions were:

1. Do you think we should give priority to domestic products when we make purchases?
2. Is COO an important reference for you when you choose a dairy product?
3. Do you think China produces good dairy products?
4. Do you try to avoid purchasing products from those countries? For what kind of products?

Participants respond to some of the modified questions in an open ended format and to others on a five point Likert scale with the options ranging from *strongly disagree* to *strongly agree*. The open ended questions in my survey (when translated into English) are:

1. Do you try to avoid purchasing household cleaning products from certain countries? If so, what countries?
2. Do you try to avoid purchasing products from those countries? For what products?

The questions based on a five point Likert scale are:

3. We should give priority to domestic products when we make purchases.
4. Ukraine makes good household cleaning products.
5. When buying cleaning products we should give priority to domestic (Ukrainian) production

The Ahmed et al 2004 study measured purchase intention by asking a question about the "respondents' likelihood of purchasing the bread and coffee made in each country, which sought

to determine the extent of the influence of COO on consumers' purchase intentions” (Ahmed et al, 2004, p. 109).

For my study this was modified by asking respondents' likelihood of purchasing the P&G product made in each country. This question format was repeated again when testing purchase intention for CSR.

Appendix C: Consumer Perceptions

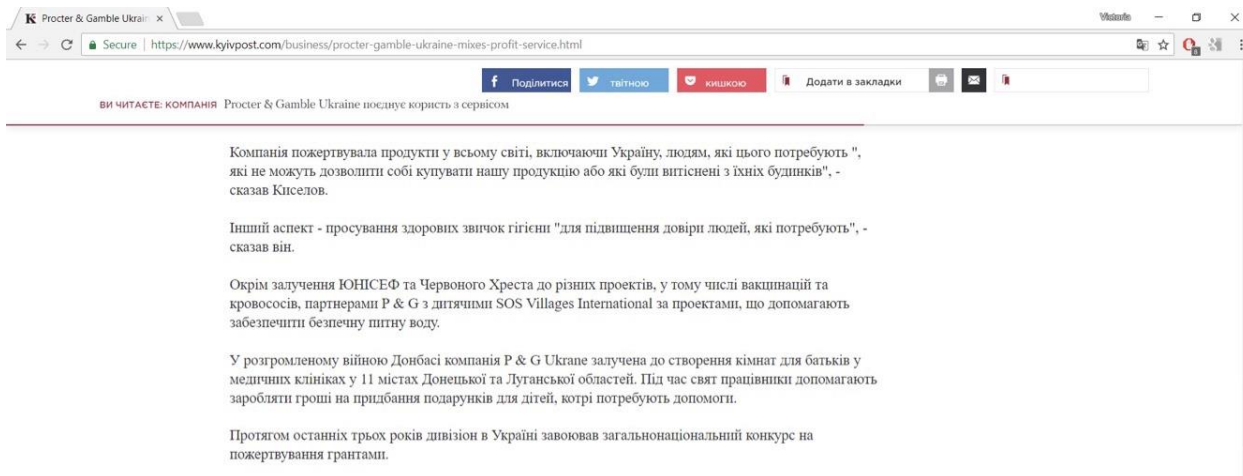
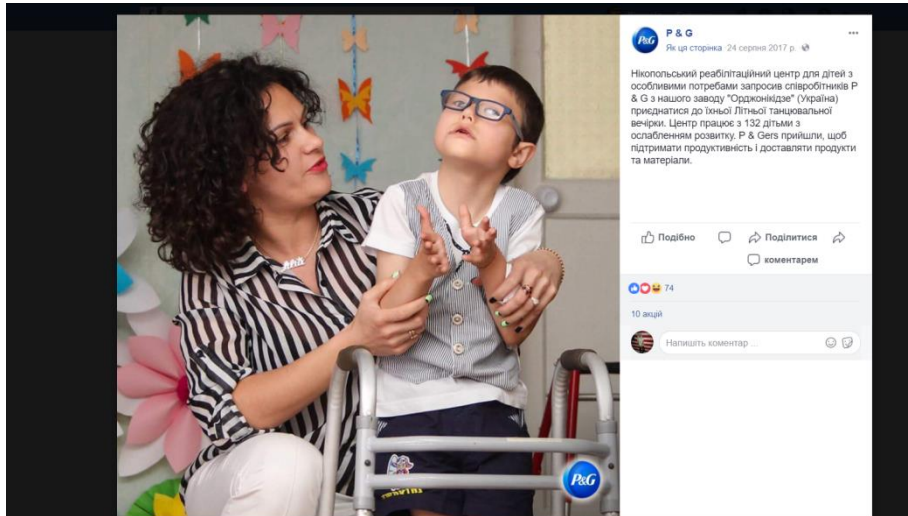
A portion of Shavitt et al's 1998 survey (see p.11) examining Americans attitudes toward advertising in general was modified for my survey. My survey will use these questions to examine consumer perceptions toward CSR on a five point Likert scale.

In the original article, Shavitt et al asks "In general do you like or dislike advertising?" And, "In general, do you feel that you can trust advertising?" The open ended questions in my survey (when translated into English) are:

1. In general, you like or dislike CSR?
2. In general, I feel that I can trust CSR.

Appendix D: CSR Example Material

The material includes a Facebook post from P&G's official account and a news story from the Kyiv Post ("P&G – Posts", 2017; Bonner, 2017).



Appendix E: Product Packaging Material- COO

My survey contains images of Gala, Tide, Ariel laundry detergents. I have included these images so they can serve as reference points for participants so they can have a clear understanding of the products the questions are referring to.



Appendix F: Qualitative Quotes for CSR Example Material Item

Positive	Negative/ Skeptical	Miscellaneous
Positive, I like the idea (50 years old)	Skeptical, don't believe that this is actually happening just talk. Never heard of PG doing CSR before. Don't like Americans and don't want anything to do with them. Disappointed in Ukrainian government (71 years old)	Want to believe that something good is actually happening but is disenchanted because of the government and the war (35)
Neutral. Kind of nice (36 years old)	Skeptical as to whether or not PG actually does this. If they do this then it is wonderful (27 years old)	Good for them and less taxes for the company (35)
Positive but mention of war is annoying (53)	Skeptical that they are as good as they say (48)	I am from Donetsk and I remember when this actually happened. The story is not entirely true. They did not bring donated products into Donetsk. They had a drop off zone pre-ATO territory where people could come and pick this stuff up (20)
Concern for the children, gratitude, responsibility, happiness (35)	Skeptical that the company is this wholesome (53)	I feel pity for these people (47)
Its good that people are concerned and trying to help those in need (24)	If you are advertising it is not charity (45)	Evokes feelings of sadness and pity for our country. It is sad that other governments are trying to help people in our country. Meanwhile a lot of Ukrainian businessmen can't even share a piece of bread (30)
A very good deed (19)	They are still making a profit (41)	Responsiveness (43)
positive, pleasant (37)	pleasant if this is actually happening (67)	Give more to the youth (20)
A really good start but I believe there are some problems with the execution (77)	good if it actually corresponds with reality (53)	We should all help these centers (41)
positive emotions and respect (45)	I think it is good if it's true (22)	any form of charity is an investment in children's future

		and the country (26)
positive (47)	I think it is good as long as the news doesn't exaggerate it (25)	didn't hear about this (73)
positive (35)	Bullshit. I don't believe any of it. Populism. Lies. (37)	everyone should have access to clean water (64) I didn't hear about this (71)
I am happy that there are people who are able to help (20)	I don't believe any of this. I work as the head of a local farming corporation. I understand how this system works and who needs to give who what bribes (65)	I don't really like politicized events (19)
Good job, keep doing what you're doing (28)	I don't trust this (75)	Ukraine needs help (62)
I'm enthralled (46)	I support charity but only if it goes to those in need not into the pockets of government deputies (41)	we didn't get anything for free (68)
positive (66)	I don't trust anyone or anything (31)	if this is true then good (59)
This is very unusual for our country I am pleasantly surprised (22)	I believe that in America this is possible. In Ukraine I don't believe this aid actually reaches the people in need. It gets stolen beforehand. Help either needs to be more directed or monitored. The chiefs of the Ukrainian branch just give this out to their cronies (37)	need to help more (32)
P&G is a company that tries very hard. They are concerned to make sure they don't lose these clients. The company knows the solution to this. Corresponds to all the norms and standards (25)	I don't trust this (71)	give more (21)

good job (36)	I don't believe that big corporations engage in charity. Everything they do is for a profit. They are probably receiving a tax write off for doing this (70)	positive that there is charity but I am skeptical about these big corporations. Soon they'll be microchipping and putting barcodes on people (66)
gratitude for their actions (45)	I am skeptical of big corporations but I support Ukrainian troops (52)	there should be more charity (72)
I support this (42)	I think this is PR (25)	we didn't hear about this its good (59)
feeling pride for the company (31)	PR (24)	we need to clean our water (63)
positive (34)	I don't believe they actually do this. I have family in Donetsk and they said this is not true (51)	it is good to give aid but we did not receive any here (71)
positive (45)	How accurate/ verified is this information? (36)	helping our army is always good if the company does this properly. Regardless, if this is a corporation everything is focused on profit (73)
This is very good and I view it positively (29)	First the people were robbed and now they are receiving charity I don't believe any of this (67)	this region of ukraine desperately needs help they don't have money and are suffering (59)
It warms my soul that the company invests at least some money into this country (47)	Bullshit (48)	Ukraine has really bad drinking water we need help (26)
great initiative if only other companies would do this too it would be great (48)		we need to help more (47)
positive (32)		I want them to clean our water (34)
positive (37)		We don't have any advertisements of this

		company. Therefore we didn't hear about your charity. But if this exists then that's good. (48)
Great job guys (23)		I think that social responsibility is a normal and natural activity for a corporation (40)
I am happy the company can afford to do this and does this (43)		good job but I am a little suspicious (20)
Positive. If only ukraine could do this (49)		I respect people that engage in in charity out of the goodness of their heart and not for the sake of commercials. My husband and I donate to Kharkiv's military hospital where all of the soldiers from the war are treated. Also, my son and his wife donate money to Kiev's cancer center for children (69)
I support it (32)		it decreases their taxes (31)
It is great that such big companies pay attention to the social aspects of society (51)		This is a rich company that can afford to do this type of advertising (40)
They are doing the right thing by engaging in charity (43)		we need to help people (56)
Charitable actions in any country in any form are wonderful. Invokes respect for the company (21)		quality made products should leave good memories of themselves (35)
I support this (45)		no emotions (48)
I support these charitable actions (64)		Positive (32)
Great deed. Can increase aid (67)		to each his own (57)

charity is a good thing (66)		
good guys (38)		
I am happy such a corporation exists (56)		
thank you to all those who partake in charity (47)		
good company (25)		
good job help more (68)		
gratitude (42)		
I'm glad that such organizations exist who care about people (69)		
gratitude (65)		
charity is good (77)		
charity is good (19)		
charity is a good thing (72)		
it is good that they do this (58)		
positive (72)		
I don't trust this (22)		
Pleasant feelings. i support their work (21)		
Good (50)		
good guys (20)		
I support this (82)		
targeted aid is good (80)		
very good (53)		

great job (25)		
I am not sure that CSR actually works. I've never heard of these particular efforts. (46)		
I support it. My daughter adopted 2 kids. It is good to help if they make enough profit to do so (72)		
I like this (63)		
it is good that we get aid I applaud it (78)		
It is wonderful that in this way elderly people can receive socio-economic help (34)		
It is great that there are such companies that engage in charity (33) It is good that there are companies ready to help people in need (50)		



Appendix G: Russian Language Consent Form

ФОРМА СОГЛАСИЯ НА УЧАСТИЕ В ИССЛЕДОВАНИИ СОЦИАЛЬНОГО ПОВЕДЕНИЯ

Информация об исследовании и согласие на участие в исследовании социального поведения

Исследование потребительского отношения к корпоративная социальная ответственность Procter & Gamble и их продукции в Украине

Вас просят принять участие в исследовании. Исследователи должны предоставить Вам форму согласия на участие (которую вы держите в руках) рассказать Вам об исследовании, объяснить, что участие в нем является добровольным, описать риски и преимущества участия и помочь Вам принять обоснованное решение. Если у вас возникнут любые вопросы Вы можете задать их исследователям.

Главный исследователь Имя и должность: Профессор Мишель Нельсон: Чарльз Санэйдж
Департамент рекламы, Университет штата Иллинойс

Имя студента-исследователя: Виктория Соболев

Адрес и контактная информация: research417kharkov@gmail.com, 810 Gregory Hall S
Wright St, Urbana, IL 61801, USA or nelsonmr@illinois.edu

Вас просят стать участником исследования в области предпринимательской деятельности Procter & Gamble в Украине. Вас попросили принять участие в этом исследовании, потому что вы являетесь потребителем, который в прошлом потенциально пользовался продуктами Procter & Gamble и видел рекламу.

Ваше участие в этом исследовании является добровольным. Ваше решение о том, участвовать или нет, не повлияет на ваши текущие или будущие отношения с Университетом штата Иллинойс в Урбана-Шампейн. **Если вы решите принять участие, вы можете отказаться в любое время, не влияя на эти отношения.**

В этом исследовании участвуют около 200 субъектов в Харьковской области.

Какова цель этого исследования?

Цель этого исследования - узнать больше о украинском восприятии различных продуктов и брендов на украинском рынке.

Какие процедуры задействованы?

Это исследование будет проводиться в публичных местах встреч в Харькове, в государственной стоматологической поликлинике в Первомайский.

Для этого исследования вам будет предложено заполнить краткую анкету.

Каковы потенциальные риски и неудобства?

Насколько нам известно, все, что вы будете выполнять не более рискованно рискует чем вы испытаете в повседневной жизни.

Есть ли преимущества для участия в исследовании?

Вы не сможете напрямую выгоды от этого исследования.

Это исследование не предназначено для вашей пользы . Это исследование предназначено, чтобы узнать больше о бизнес-стратегиях в Украине.

Участие в этом исследовании вероятно не принесет вам пользы лично, но мы [исследователи] можем узнать новые вещи, которые помогут другим.

Какие еще есть варианты?

У вас есть возможность не участвовать в этом исследовании.

Будет ли моя информация, связанная с исследованием, конфиденциальной?

Факультет, персонал, студенты и другие лица с разрешением или полномочиями для ознакомления с вашими данными будут сохранять их конфиденциальность в той степени, в какой это разрешено и требуется законодательством и университетом. Имена или персональные идентификаторы участников не будут опубликованы или представлены.

Каковы затраты на участие в этом исследовании?

Для участия в этом исследовании нет никаких затрат.

Будет ли компенсация за какие-либо из моих расходов или оплата за участие в этом исследовании?

Плата (вознаграждение) за участие в этом исследовании не предусмотрена

Могу ли я прекратить или отозваться от исследования?

Если вы решите принять участие в исследовании, вы можете в любое время отозвать свое согласие и прекратить участие.

Исследователи также имеют право прекратить ваше участие в этом исследовании без вашего согласия, если:

- Они считают, что это в ваших лучших интересах
- Вы возражаете против любых будущих изменений, которые могут быть внесены в план исследования

К кому мне обращаться, если у меня есть вопросы?

Обратитесь к исследователю Виктории Соболев по адресу: research417kharkov@gmail.com

- если у вас есть какие-либо вопросы об этом исследовании или ваша роль в нем.
- если у вас есть вопросы, проблемы или жалобы на исследование.

Каковы мои права в качестве участника исследования?

Если вы считаете, что вас не рассматривали в соответствии с описаниями в этой форме, или если у вас есть какие-либо вопросы о ваших правах в качестве участника исследования, включая вопросы, проблемы, жалобы или предложения, вы можете позвонить в Управление по защите (OPRS) в 217-333-2670 или обратиться по электронной почте OPRS по адресу irb@illinois.edu

Напоминание:

Ваше участие в этом исследовании является добровольным. Ваше решение о том, участвовать или нет, не повлияет на ваши текущие или будущие отношения с

Университетом. Если вы решите принять участие, вы можете отказаться в любое время, не влияя на эти отношения.

Подпись

Число

Имя, написанное печатными буквами

Подпись лица получающего согласие

Число

Имя, написанное печатными буквами лица получающего согласие



Appendix H: English Language Consent Form

SOCIAL BEHAVIORAL RESEARCH CONSENT FORM

Research Information and Consent for Participation in Social Behavioral Research

An Examination of Consumer Attitudes towards Proctor & Gamble's Corporate Social Responsibility and Their Products in the Ukraine

You are being asked to participate in a research study. Researchers are required to provide a consent form such as this one to tell you about the research, to explain that taking part is voluntary, to describe the risks and benefits of participation, and to help you to make an informed decision. You should feel free to ask the researchers any questions you may have.

Principal Investigator Name and Title: Dr. Michelle Nelson: Charles Sandage Department of Advertising, University of Illinois

Student Investigator Name: Victoria Sobolev.

Address and Contact Information: research417kharkov@gmail.com, 810 Gregory Hall S Wright St, Urbana, IL 61801, USA or nelsonmr@illinois.edu

Why am I being asked?

You are being asked to be a subject in a research study about Proctor & Gamble's business activities in Ukraine. You have been asked to participate in this research because you are a consumer that has potentially been exposed to Proctor & Gamble products and advertising in the past.

Your participation in this research is voluntary. Your decision whether or not to participate will not affect your current or future dealings with the University of Illinois at Urbana-Champaign.

If you decide to participate, you are free to withdraw at any time without affecting that relationship.

Approximately 200 subjects may be involved in this research in the Kharkov Oblast.

What is the purpose of this research?

The purpose of this research is to learn more about Ukrainian perceptions of various products and brands on the Ukrainian market.

What procedures are involved?

This research will be performed at public meeting places in Kharkiv, Ukraine and the health center Первомайський центр стоматології Pervomaiskyi, Ukraine

For this study you will be asked to fill out a brief survey.

What are the potential risks and discomforts?

To the best of our knowledge, the things you will be doing have no more risk of harm than you would experience in everyday life.

Are there benefits to taking part in the research?

You will not directly benefit from participation in the research.

This study is not designed to benefit you directly. This study is designed to learn more about business strategies in Ukraine.

Taking part in this research study may not benefit you personally, but we [researchers] may learn new things that will help others.

What other options are there?

You have the option to not participate in this study.

Will my study-related information be kept confidential?

Faculty, staff, students, and others with permission or authority to see your study information will maintain its confidentiality to the extent permitted and required by laws and university policies. The names or personal identifiers of participants will not be published or presented.

What are the costs for participating in this research?

There are no costs to you for participating in this research.

Will I be reimbursed for any of my expenses or paid for my participation in this research?

You will not be offered payment for being in this study.

Can I withdraw or be removed from the study?

If you decide to participate, you are free to withdraw your consent and discontinue participation at any time.

The Researchers also have the right to stop your participation in this study without your consent if:

→ *They believe it is in your best interests*

→ *You were to object to any future changes that may be made in the study plan*

Who should I contact if I have questions?

Contact the researchers Victoria Sobolev at: research417kharkov@gmail.com

- if you have any questions about this study or your part in it.
- if you have questions, concerns or complaints about the research.

What are my rights as a research subject?

If you feel you have not been treated according to the descriptions in this form, or if you have any questions about your rights as a research subject, including questions, concerns, complaints, or to offer input, you may call the Office for the Protection of Research Subjects (OPRS) at 217-333-2670 or e-mail OPRS at irb@illinois.edu

Remember:

Your participation in this research is voluntary. Your decision whether or not to participate will not affect your current or future relations with the University. If you decide to participate, you are free to withdraw at any time without affecting that relationship.

I have read (or someone has read to me) the above information. I have been given an opportunity to ask questions and my questions have been answered to my satisfaction. I agree to participate in this research. I will be given a copy of this signed and dated form.

Signature

Date

Printed Name

Signature of Person Obtaining Consent

Date (must be same as subject's)

Printed Name of Person Obtaining Consent

Appendix I: English Language Survey

Procter & Gamble (P&G) is a multi-national consumer goods corporation headquartered in Cincinnati, Ohio (USA). The company produces many household items such as Gala, Tide, and Ariel laundry detergents in factories all over the world. This survey is interested in your opinion relating to this company and some of their business strategies.

Q1

If you had to choose between the following three laundry detergents, which one would you select? Please circle the picture.



Q2

Please explain your selection in the space provided below

Q67

Please answer the following questions to the best of your abilities

Q5 Have you ever seen Gala?

☐ Yes (1)

☐ No (2)

☐ Not sure (3)

Q6

Have you ever purchased Gala?

☐ Yes (1)

☐ No (2)

☐ Not sure (3)

Q7 Have you ever seen Tide?

☐ Yes (1)

☐ No (2)

☐ Not sure (3)

Q61 Have you ever purchased Tide?

☐ Yes (1)

☐ No (2)

☐ Not sure (3)

Q8

Have you ever seen Ariel?

☐ Yes (1)

☐ No (2)

☐ Not sure (3)

Q62

Have you ever purchased Ariel?

☐ Yes (1)

☐ No (2)

☐ Not sure (3)

If you had to guess, where do you think Gala is manufactured?

- ☐ The United States of America (1)
- ☐ Poland (2)
- ☐ Ukraine (3)
- ☐ Not sure (4)

If you had to guess, where do you think Tide is manufactured?

- ☐ The United States of America (1)
- ☐ Ireland (2)
- ☐ Ukraine (3)
- ☐ Not sure (4)

If you had to guess, where do you think Ariel is manufactured?

- ☐ The United States of America (1)
- ☐ Romania (2)
- ☐ Ukraine (3)
- ☐ Not sure (4)

My opinion of Gala is

- ☐ Bad (1)

☐ Unfavorable (3)

☐ No opinion (5)

☐ Favorable (7)

☐ Good (8)

My opinion of Ariel is

☐ Bad (1)

☐ Unfavorable (2)

☐ No opinion (3)

☐ Favorable (4)

☐ Good (5)

My opinion of Tide is

☐ Bad (1)

☐ Unfavorable (2)

☐ No opinion (3)

☐ Favorable (4)

☐ Good (5)

My opinion of the company Procter & Gamble is

- ☐ Bad (1)
- ☐ Unfavorable (2)
- ☐ No opinion (3)
- ☐ Favorable (4)
- ☐ Good (5)

It is always good to purchase products made in Ukraine

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Not sure (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Ukraine makes good cleaning products

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Not sure (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

When buying cleaning products we should give priority to domestic (Ukrainian) production

☐ Strongly disagree (1)

☐ Disagree (2)

☐ Not sure (3)

☐ Agree (4)

☐ Strongly agree (5)

Where the product was made is an important reference when choosing a household cleaning product.

☐ Strongly disagree (1)

☐ Disagree (2)

☐ Not sure (5)

☐ Agree (7)

☐ Strongly agree (8)

Do you ever look at the packaging to see where your household cleaning products are produced?

☐ Never (1)

☐ Almost never (2)

☐ Occasionally (3)

☐ Almost always (4)

☐ Always (5)

How likely would you be to purchase Gala knowing that it was made in Ukraine

☐ Very unlikely (1)

☐ Unlikely (2)

☐ Not sure (3)

☐ Likely (4)

☐ Very likely (5)

How likely would you be to purchase Ariel knowing that it was made in Ukraine?

☐ Very unlikely (1)

☐ Unlikely (2)

☐ Not sure (3)

☐ Likely (4)

☐ Very likely (5)

How likely would you be to purchase Tide knowing that it was made in Ireland?

☐ Very unlikely (1)

☐ Unlikely (2)

☐ Not sure (3)

☐ Likely (4)

☐ Very likely (5)

I consider the products produced by the American company Procter & Gamble in its Ukrainian factories in Borispol and Ordzhonikidze to be ...

- ☐ American (1)
- ☐ Ukrainian (2)
- ☐ Both American and Ukrainian (3)
- ☐ Neither Ukrainian nor American (4)
- ☐ Other. Please explain (5) _____

Do you try to avoid purchasing household cleaning products from certain countries?

- ☐ Yes (1)
- ☐ No (2)

If so, what countries? Please indicate in the space below

We are interested in how you feel about corporate social responsibility. Corporate social responsibility is when businesses voluntarily engage in charitable activities for the good of society.

Have you heard of corporate social responsibility?

- ☐ Yes (1)
- ☐ No (2)
- ☐ Not sure (3)

In general, do you like or dislike the idea of corporate social responsibility (charitable actions of a corporation)?

- ☐ Dislike a lot (1)
- ☐ Dislike (2)
- ☐ No opinion (3)
- ☐ Like (4)
- ☐ Like a lot (5)

Q25

In general, I feel that I can trust corporate social responsibility (charitable actions of a corporation)?

☐ Strongly disagree (1)

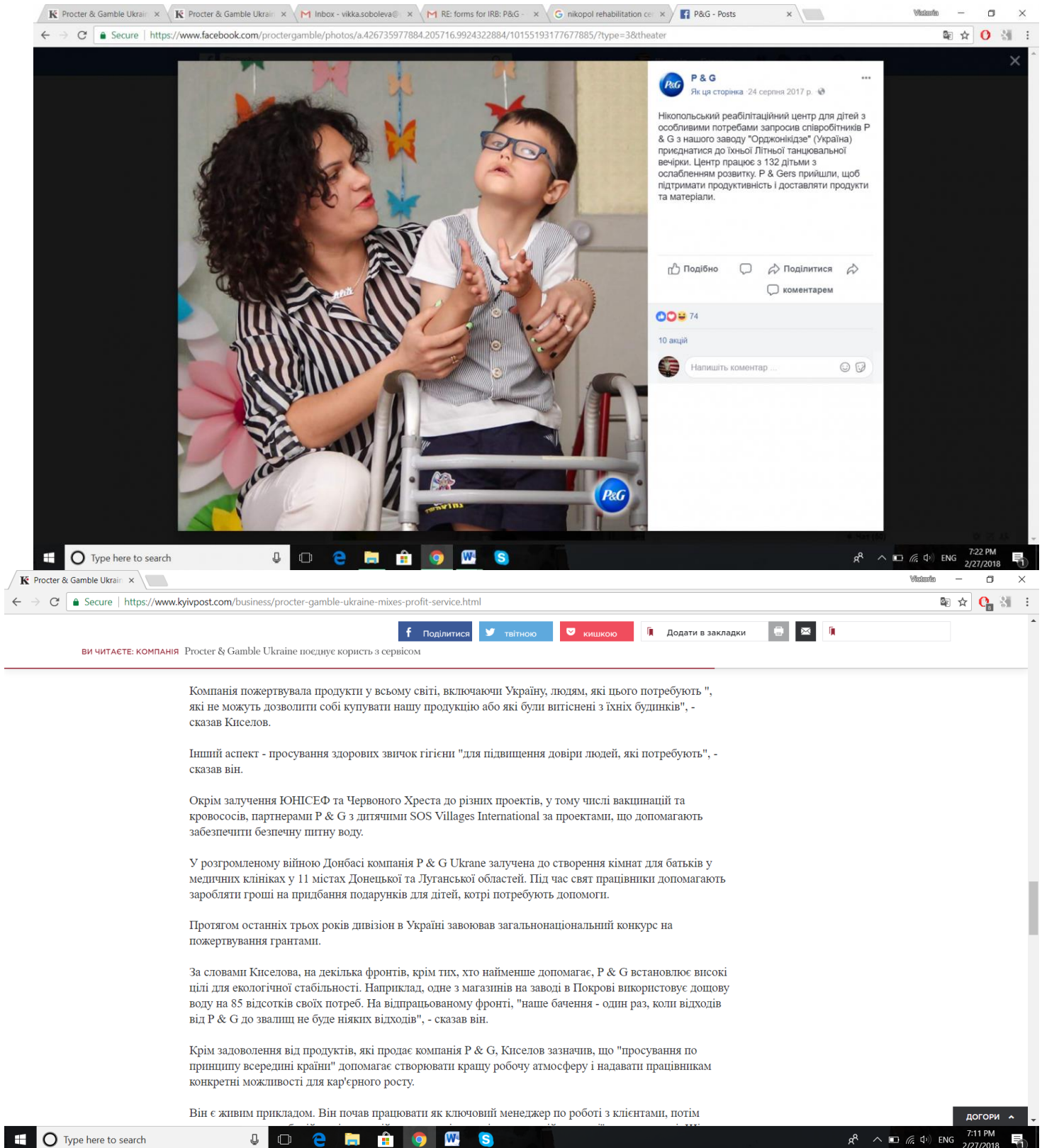
☐ Disagree (2)

☐ No opinion (3)

☐ Agree (4)

☐ Strongly agree (5)

Please read the following real news story about Procter & Gamble. This is an example of corporate social responsibility



The image is a screenshot of a computer screen showing a Facebook post and a news article. The Facebook post, from the page 'P & G', is dated 24 September 2017 and features a photo of a woman with curly hair holding a young boy with glasses who is sitting in a walker. The post text in Ukrainian describes P&G's support for the Nikolaiivskiy rehabilitation center for children with special needs, mentioning a partnership with the 'Orzhonikidze' plant in Ukraine for a dance evening and the provision of products and materials. The post has 74 likes and 10 shares.

Below the Facebook post is a news article from 'kyivpost.com' with the URL 'https://www.kyivpost.com/business/procter-gamble-ukraine-mixes-profit-service.html'. The article is titled 'ВИ ЧИТАЄТЕ: КОМПАНІЯ Procter & Gamble Ukraine поєднує користь з сервісом' (YOU ARE READING: COMPANY Procter & Gamble Ukraine combines benefit with service). The article text is as follows:

Компанія пожертвувала продукти у всьому світі, включаючи Україну, людям, які цього потребують, які не можуть дозволити собі купувати нашу продукцію або які були вигнані з їхніх будинків", - сказав Киселов.

Інший аспект - просування здорових звичок гігієни "для підвищення довіри людей, які потребують", - сказав він.

Окрім залучення ЮНІСЕФ та Червоного Хреста до різних проектів, у тому числі вакцинацій та кровососів, партнерами P & G з дитячими SOS Villages International за проектами, що допомагають забезпечити безпечну питну воду.

У розгромленому війною Донбасі компанія P & G Ukraine залучена до створення кімнат для батьків у медичних клініках у 11 містах Донецької та Луганської областей. Під час свят працівники допомагають заробляти гроші на придбання подарунків для дітей, котрі потребують допомоги.

Протягом останніх трьох років дивізіон в Україні завоював загальнонаціональний конкурс на пожертвування грантами.

За словами Киселова, на декілька фронтів, крім тих, хто найменше допомагає, P & G встановлює високі цілі для екологічної стабільності. Наприклад, одне з магазинів на заводі в Покрові використовує дощову воду на 85 відсотків своїх потреб. На відпрацьованому фронті, "наше бачення - один раз, коли відходів від P & G до звалища не буде ніяких відходів", - сказав він.

Крім задоволення від продуктів, які продає компанія P & G, Киселов зазначив, що "просування по принципу всередині країни" допомагає створювати кращу робочу атмосферу і надавати працівникам конкретні можливості для кар'єрного росту.

Він є живим прикладом. Він почав працювати як ключовий менеджер по роботі з клієнтами, потім

Q29 Please list all the thoughts and feelings that went through your head after learning this information about Proctor & Gamble's charity contributions in Ukraine.

Please circle the option that most accurately describes your reaction to each statement.

P&G contributes something to society

☐ Strongly disagree (1)

☐ Disagree (2)

☐ Not sure (3)

☐ Agree (4)

☐ Strongly agree (5)

P&G has a social responsibility beyond making profits

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Not sure (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

P&G's charitable actions are appropriate for their company image

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Not sure (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Corporate social responsibility (corporate charity) gives P&G a market advantage.

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Not sure (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

The Ukrainian government should involve P&G to solve important social and economic problems.

☐ Strongly disagree (1)

☐ Disagree (2)

☐ Not sure (3)

☐ Agree (4)

☐ Strongly agree (5)

P&G should advertise their development of humanitarian aid in Ukraine to help their image.

☐ Strongly disagree (1)

☐ Disagree (2)

☐ Not sure (3)

☐ Agree (4)

☐ Strongly agree (5)

Q38 In your opinion, what motivates P&G's CSR in Ukraine?

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Good brand reputation (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attention of the press (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attracting new customers (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pressure from the government (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A Genuine desire to do good (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I would prefer to buy from a retailer engaged in CSR activities

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Not sure (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

How likely would you be to purchase Ariel knowing that P&G engages in CSR?

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Not sure (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

How likely would you be to purchase Gala knowing that P&G engages in CSR?

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Not sure (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

How likely would you be to purchase Tide knowing that P&G engages in CSR?

☐ Strongly disagree (1)

☐ Disagree (2)

☐ Not sure (3)

☐ Agree (4)

☐ Strongly agree (5)

How likely would you be to purchase other P&G products knowing that P&G engages in CSR?

☐ Strongly disagree (1)

☐ Disagree (2)

☐ Not sure (3)

☐ Agree (4)

☐ Strongly agree (5)

Please indicate your gender

☐ Male (1)

☐ Female (2)

Please list your gender below

☐ Male (1)

☐ Female (2)

If you were born before 1990, do you remember when foreign cleaning products entered the market?

☐ Yes (1)

☐ No (2)

How did you feel?

Appendix J: Russian Language Survey

Procter & Gamble (P&G) – Международная американская корпорация потребительских товаров, штаб-квартира которой расположена в центре города Цинциннати, штат Огайо. Компания производит много предметов домашнего обихода, таких как стиральные порошки Gala Ariel и Tide. Procter & Gamble имеет много фабрик по всему свету. Это исследование проводится с помощью опроса вашего мнения об этой компании и ее бизнес-стратегиях.

Если бы вам пришлось выбирать одно из трех моющих средств для стирки, какой бы вы выбрали? Пожалуйста, обведите изображение.



Пожалуйста, объясните свой выбор в указанном ниже месте.

Пожалуйста, ответьте на следующие вопросы в меру возможности

Вы когда-нибудь видели Gala?

- ☐ Да
- ☐ Нет
- ☐ Не уверен/а

Вы когда-нибудь покупали Gala?

- ☐ Да
- ☐ Нет
- ☐ Не уверен/а

Вы когда-нибудь видели Tide?

- ☐ Да
- ☐ Нет
- ☐ Не уверен/а

Вы когда-нибудь покупали Tide?

- ☐ Да
- ☐ Нет
- ☐ Не уверен/а

Вы когда-нибудь видели Ariel?

- ☐ Да
- ☐ Нет
- ☐ Не уверен/а

Вы когда-нибудь покупали Ariel?

- ☐ Да
- ☐ Нет
- ☐ Не уверен/а

Если бы вам нужно было угадать, где, по вашему мнению, производится Gala?

- ☐ В Соединенных Штатах Америки
- ☐ В Польше
- ☐ В Украине
- ☐ Не уверен/а

Если бы вам нужно было угадать, где, по вашему мнению, производится Tide?

- ☐ В Соединенных Штатах Америки
- ☐ В Ирландии
- ☐ В Украине
- ☐ Не уверен/а

Если бы вам нужно было угадать, где, по вашему мнению, производится Ariel?

- ☐ В Соединенных Штатах Америки
- ☐ В Румынии
- ☐ В Украине
- ☐ Не уверен/а

Как бы вы описали ваше отношение к Gala

- ☐ Плохое
- ☐ Неблагоприятное
- ☐ Нейтральное
- ☐ Благоприятное
- ☐ Хорошее

Как бы вы описали ваше отношение к Ariel

- ☐ Плохое
- ☐ Неблагоприятное
- ☐ Нейтральное
- ☐ Благоприятное
- ☐ Хорошее

Как бы вы описали ваше отношение к Tide

- ☐ Плохое
- ☐ Неблагоприятное
- ☐ Нейтральное
- ☐ Благоприятное
- ☐ Хорошее

Как бы вы описали ваше отношение к компании Procter & Gamble ...?

- ☐ Плохое
- ☐ Неблагоприятное
- ☐ Нейтральное
- ☐ Благоприятное
- ☐ Хорошее

Насколько согласны ли вы что всегда хорошо покупать продукцию, произведенную в Украине?

- ☐ Полностью не согласен/а
- ☐ Не согласен/а
- ☐ Не уверен/а
- ☐ Согласен/а
- ☐ Полностью согласен/а

Насколько вы согласны что бытовая химия (моющие средства), произведенные в Украине, хорошего качества?

- ☐ Полностью не согласен/а
- ☐ Не согласен/а
- ☐ Не уверен/а
- ☐ Согласен/а
- ☐ Полностью согласен/а

Насколько вы согласны что при выборе бытовой химии (моющих средств) мы должны отдавать предпочтение продукции местного (украинского) производства?

- ☐ Полностью не согласен/а
- ☐ Не согласен/а
- ☐ Не уверен/а
- ☐ Согласен/а
- ☐ Полностью согласен/а

Насколько вы согласны что место производства продукции- это важная информация при выборе бытовой химии (моющих средств) для уборки дома?

- ☐ Полностью не согласен/а
- ☐ Не согласен/а
- ☐ Не уверен/а
- ☐ Согласен/а
- ☐ Полностью согласен/а

Вы когда-нибудь смотрели на упаковку, чтобы узнать, где производятся бытовые моющие средства?

- ☐ Никогда
- ☐ Почти никогда
- ☐ Изредка
- ☐ Почти всегда
- ☐ Всегда

Насколько вероятно, что вы бы купили Gala, зная, что она была сделана в Украине?

- ☐ Очень Маловероятно
- ☐ Маловероятно
- ☐ Не уверен/а
- ☐ Вероятно
- ☐ Очень вероятно

Насколько вероятно, что вы бы купили Agiel, зная, что он был сделан в Украине?

- ☐ Очень Маловероятно
- ☐ Маловероятно
- ☐ Не уверен/а
- ☐ Вероятно
- ☐ Очень вероятно

Насколько вероятно, что вы бы купили Tide, зная, что он был сделан в Ирландии?

- ☐ Очень Маловероятно
- ☐ Маловероятно
- ☐ Не уверен/а
- ☐ Вероятно
- ☐ Очень вероятно

Вы считаете, что продукты, Американской компании Procter & Gamble, произведенные на украинских заводах в Борисполе и Орджоникидзе (Покрове) являются...

- ☐ Американскими
- ☐ Украинскими
- ☐ И те и другие
- ☐ Не те и не другие
- ☐ Другой вариант. Пожалуйста, объясните
-

Стараетесь ли вы избежать бытовой химии (моющих средств) из определенных стран?

- ☐ Да
- ☐ Нет

Если да, то из каких стран? Пожалуйста, объясните свой выбор в указанном ниже месте.

Мы заинтересованы вашим мнением на тему корпоративной социальной ответственности. Корпоративная социальная ответственность это когда предприятие добровольно участвует в благотворительной деятельности для блага общества.

Вы когда-нибудь слышали об корпоративной социальной ответственности?

- ☐ Да
- ☐ Нет
- ☐ Не уверен/а

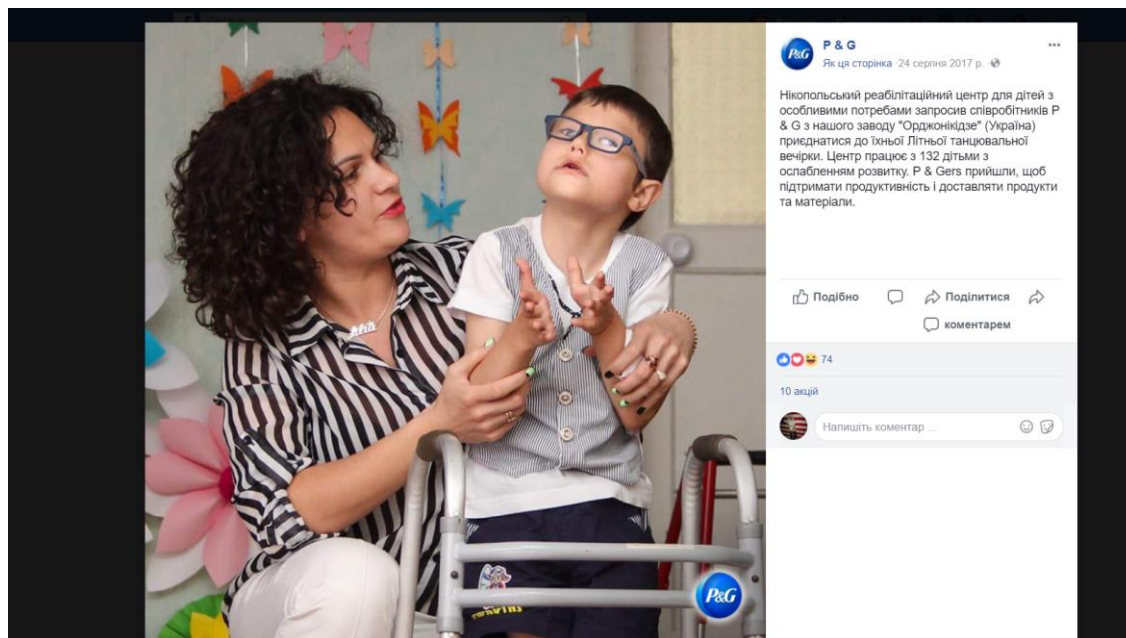
Вам в общем нравится или не нравится идея корпоративной социальной ответственности (благотворительные акции корпорации)?

- ☐ Вообще не нравится
- ☐ Не нравится
- ☐ Нет мнения
- ☐ Нравится
- ☐ Очень нравится

В общем, вы чувствуете, что можете доверять корпоративной социальной ответственности(благотворительным акциям корпорации)?

- ☐ Вообще не нравится
- ☐ Не нравится
- ☐ Нет мнения
- ☐ Нравится
- ☐ Очень нравится

Пожалуйста, прочитайте новость о компании Procter&Gamble. Это история пример корпоративной социальной ответственности



Компанія пожертвувала продукти у всьому світі, включаючи Україну, людям, які цього потребують ", які не можуть дозволити собі купувати нашу продукцію або які були витіснені з їхніх будинків", - сказав Киселов.

Інший аспект - просування здорових звичок гігієни "для підвищення довіри людей, які потребують", - сказав він.

Окрім залучення ЮНІСЕФ та Червоного Хреста до різних проектів, у тому числі вакцинацій та здача крові, партнерами P & G з дитячими SOS Villages International за проектами, що допомагають забезпечити безпечну питну воду.

У розгромленому війною Донбасі компанія P & G Ukraine залучена до створення кімнат для батьків у медичних клініках у 11 містах Донецької та Луганської областей. Під час свят працівники допомагають заробляти гроші на придбання подарунків для дітей, котрі потребують допомоги.

Протягом останніх трьох років дивізіон в Україні завоював загальнонаціональний конкурс на пожертвування грантами.

Пожалуйста, перечислите все мысли и чувства, которые у вас возникли после получения этой информации о благотворительных взносах P&G в Украине.

Пожалуйста обведите ответ, который наиболее точно описывает вашу реакцию на каждое утверждение.

Насколько вы согласны что P&G вносит свой вклад в общество?

- ☐ Полностью не согласен/а
- ☐ Не согласен/а
- ☐ Не уверен/а
- ☐ Согласен/а
- ☐ Полностью согласен/а

Насколько вы согласны что P&G несет социальную ответственность помимо получения прибыли?

- ☐ Полностью не согласен/а
- ☐ Не согласен/а
- ☐ Не уверен/а
- ☐ Согласен/а
- ☐ Полностью согласен/а

Насколько вы согласны что благотворительные акции P&G соответствуют имиджу компании?

- ☐ Полностью не согласен/а
- ☐ Не согласен/а
- ☐ Не уверен/а
- ☐ Согласен/а
- ☐ Полностью согласен/а

Насколько вы согласны что корпоративная социальная ответственность (корпоративная благотворительность) дает P&G рыночное преимущество?

- ☐ Полностью не согласен/а
- ☐ Не согласен/а
- ☐ Не уверен/а
- ☐ Согласен/а
- ☐ Полностью согласен/а

Насколько вы согласны что Украина должна задействовать P&G для решения важных социально-экономических проблем? Например как помощь сиротами

- ☐ Полностью не согласен/а
- ☐ Не согласен/а
- ☐ Не уверен/а
- ☐ Согласен/а
- ☐ Полностью согласен/а

Насколько вы согласны что P&G должна рекламировать свою гуманитарную помощь в Украине для поддержки имиджа?

- ☐ Полностью не согласен/а
 - ☐ Не согласен/а
 - ☐ Не уверен/а
 - ☐ Согласен/а
 - ☐ Полностью согласен/а
-

На ваш взгляд, что побуждает благотворительность P & G в Украине?

	Полностью не согласен/а	Не согласен/а	Не уверен/а	Согласен/а	Полностью согласен/а
Хорошая репутация бренда	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Внимание прессы	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Привлечение новых клиентов	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Давление со стороны правительства	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Подлинное желание делать добро	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Вы бы предпочли покупать продукты у компании которая занимается корпоративной социальной ответственностью

- ☐ Полностью не согласен/а
- ☐ Не согласен/а
- ☐ Не уверен/а
- ☐ Согласен/а
- ☐ Полностью согласен/а

Насколько вероятно, что вы бы купили Aigel, зная, что P&G делает благотворительные взносы

☐ Очень Маловероятно

☐ Маловероятно

☐ Не уверен/а

☐ Вероятно

☐ Очень Вероятно

Насколько вероятно, что вы бы купили Gala, зная, что P&G делает благотворительные взносы

☐ Очень Маловероятно

☐ Маловероятно

☐ Не уверен/а

☐ Вероятно

☐ Очень Вероятно

Насколько вероятно, что вы бы купили Tide, зная, что P&G делает благотворительные взносы

- ☐ Очень Маловероятно
- ☐ Маловероятно
- ☐ Не уверен/а
- ☐ Вероятно
- ☐ Очень Вероятно

Насколько вероятно, что вы бы купили другие продукты P&G, зная, что P&G делает благотворительные взносы

- ☐ Очень Маловероятно
- ☐ Маловероятно
- ☐ Не уверен/а
- ☐ Вероятно
- ☐ Очень Вероятно

Пожалуйста, укажите свой пол.

- ☐ мужской
 - ☐ женский
-

Пожалуйста, укажите свой возраст.

Если вы родились до 1990 года, помните ли вы, когда зарубежная бытовая химия (моющие средства) вышла на рынок?

☐ Да

☐ Нет

Какова была ваша реакция?

Подпись

Appendix K: English Standardized Announcement Script

Hello. My name is Victoria Sobolev and I am conducting a study for the University of Illinois at Urbana-Champaign. If you are interested in participating, you will be invited to complete a questionnaire about household cleaning products. This study poses no risks and your responses are anonymous. If you are interested in participating, please feel free to talk to me after this announcement.

Appendix L: Russian Standardized Announcement Script

Привет. Меня зовут Виктория Соболев, и я веду учебу в Университете штата Иллинойс в Урбана-Шампейн. Если вы заинтересованы в участии, вам будет предложено заполнить анкету о бытовых чистящих средствах. Это исследование не представляет никаких рисков, и ваши ответы анонимны. Если вы заинтересованы в участии, пожалуйста, не стесняйтесь говорить со мной после этого объявления.

Appendix M: Summary of Results

<i>COO Research Questions</i>	<i>Quantitative Results</i>	<i>Qualitative Results</i>
RQ1a: Do Ukrainian consumers exhibit ethnocentrism?	<ul style="list-style-type: none"> ANOVA, 5 point Likert-scale 1= low 5= high Ukrainians scored low ($M= 2.87$; $SD= 0.71$, Cronbach's $\alpha=0.716$) on consumer ethnocentrism 	Minority of participants that did avoid countries; the most common responses across all three age categories were Russia, Ukraine, and Asian countries.
RQ1b: Do the three cohorts exhibit differing levels of ethnocentrism?	<ul style="list-style-type: none"> No statistically significant difference between consumers' cohort groups and their tendency to be ethnocentric ANOVA $F(2,153)=0.105$, $p=0.90$ 	<ul style="list-style-type: none"> Oldest cohort (9%) was most likely to indicate that they avoid Russian products
RQ1c: Does consumer ethnocentrism influence purchase intention?	<ul style="list-style-type: none"> Weak relationship between ethnocentrism and purchase intention for Gala and Ariel. Gala $F(1, 153)= 17.52$, $p<0.001$, $R^2 =0.097$, $\beta=0.32$, $p<0.01$ Ariel $F(1, 153)= 11.61$, $p<0.001$, R^2 of 0.064, $\beta=0.226$, $p<0.01$ No relationship for Tide 	
RQ2a: How do Ukrainian consumers perceive the COO of P&G laundry detergents sold in Ukraine?	<ul style="list-style-type: none"> 61% are aware that Gala is manufactured in Ukraine. 41% marked that Tide is manufactured in Ukraine 33% were aware that Ariel is produced in Ukraine, "not sure" was marked as the second most popular option (23%). 	
RQ2b: Do the three cohorts perceive the COO of P&G laundry detergents sold in Ukraine differently?	<ul style="list-style-type: none"> Only major cohort differences in responses for Ariel. Youngest cohort → 29% America, 29% Not sure Middle cohort → 43% Ukraine Oldest cohort → 42% Ukraine 	
RQ3a: To what extent does COO influence purchase intentions for P&G products?	<ul style="list-style-type: none"> COO does not influence Ukrainian consumers' purchase intention for P&G products Linear regression <ul style="list-style-type: none"> Gala ($R^2=-0.002$) Tide ($R^2=0.004$) Ariel ($R^2=-0.003$) 	
RQ3b: Do the three cohorts of	<ul style="list-style-type: none"> No significant results for cohort differences in purchase 	

Ukrainian consumers exhibit different purchase intentions for P&G products based on COO?	<p>intention for Gala and Ariel (presented as being produced in Ukraine)</p> <ul style="list-style-type: none"> • Cohort differences for Tide, which was presented as being produced in Ireland • ANOVA $F(2,153)=3.43, p=0.035$. • 5 point Likert scale 1= low 5= high • Middle cohort had the highest purchase intention for Tide ($M=3.70, SD=0.97$). Oldest cohort had lowest purchase intention ($M=3.23, SD=0.91$)
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<i>CSR Research Questions</i>	<i>Quantitative Results</i>	<i>Qualitative Results</i>
RQ4a: How do Ukrainian consumers perceive CSR efforts in general in Ukraine?	<ul style="list-style-type: none"> • Ukrainian consumers had a positive attitude toward CSR ($M=3.70; SD=0.885$) • 5 point Likert scale, 1= low 5= high 	
RQ4b: Do the three cohorts of Ukrainian consumers differ in their perceptions of CSR in general?	<ul style="list-style-type: none"> • No significant cohort differences in Ukrainian consumers' perception of CSR in general 	
RQ4c: How do Ukrainian consumers perceive P&G's CSR efforts in Ukraine?	<ul style="list-style-type: none"> • Ukrainians had a skew toward positive attitudes toward P&G's CSR ($M=3.52, SD= 0.63$). • 5 point Likert scale, 1= low 5= high 	<ul style="list-style-type: none"> • 24 participants (16%) left this portion of the survey blank. Of the participants that did reply, most of the replies were positive (47%), some were skeptical/ negative (20%), and some comments were miscellaneous (32%)
RQ4d: Do the three cohorts of Ukrainian consumers differ in their perceptions of P&G's CSR?	<ul style="list-style-type: none"> • Significant cohort differences in how Ukrainian consumers perceive P&G's CSR efforts in Ukraine ANOVA $F(2,153)=2.33, p<0.05$. • Youngest cohort had 	<ul style="list-style-type: none"> • Oldest cohort had eight (18%) skeptical respondents • Middle cohort's thirteen (23%) skeptical respondents

	<p>the most positive attitude out of the three cohorts ($M=3.65$; $SD=0.63$)</p> <ul style="list-style-type: none"> - 5 point Likert Scale 1= low 5= high • Oldest cohort had the most negative attitude ($M=3.38$, $SD=0.66$). 	<ul style="list-style-type: none"> • Youngest cohort's ten participants (19%) skeptical respondents
RQ5a: To what extent does CSR in general influence purchase intentions?	<ul style="list-style-type: none"> • CSR in general has a strong influence on purchase intention for Ukrainian consumers • Linear regression, $\beta= 0.48$, $p<0.05$, $F(1, 153)= 39.897$, $p<0.05$, with an adjusted R^2 of 0.202. 	
RQ5b: Do the three cohorts of Ukrainian consumers differ in their purchase intention based on CSR?	<ul style="list-style-type: none"> • ANOVA 5 point scale 1= low 5= high • Youngest cohort has the highest purchase intention for CSR in general ($M=3.87$, $SD=0.83$) • Middle cohort ($M= 3.48$, $SD=0.83$) • Oldest cohort ($M=3.45$, $SD= 0.85$). 	
RQ5c: To what extent does P&G's CSR influence purchase intentions for P&G products?	<ul style="list-style-type: none"> • P&G's CSR has a moderate influence on purchase intention for P&G products. • Linear regression $\beta=0.54$ $p<0.05$, $F(1, 153)= 19.734$, $p<0.05$, with an adjusted R^2 of 0.109. • Ariel had the highest CSR-based purchase intention $\beta= 0.83$, $p<0.05$, $F(1, 153)= 6.901$, $p<0.05$, with an adjusted R^2 of 0.037 	
RQ5d: Do the three cohorts of Ukrainian consumers differ in their purchase intention of P&G products based on P&G's CSR?	<ul style="list-style-type: none"> • No significant differences between the cohorts' purchase intentions for P&G products based on P&G's CSR • ANOVA, 5 point Likert scale 1= low 5= high 	